


# Shenshen Li

Product Designer with 5+ years of experience designing data-driven, regulated, and consumer-facing digital products in FinTech and financial analytics. Proven ability to deliver end-to-end UX, from research and workflows to high-fidelity UI and design systems. Known for improving usability, engagement, and conversion through research, analytics, and close collaboration with product and engineering.

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## Work Experience

Customer Deployment Specialist /UX Designer Dec 2019 – Nov 2025

Trading Central Canada

- Led end-to-end UX design for financial analytics dashboards used by institutional and retail traders.
- Redesigned a legacy Technical Insight Dashboard (8-year-old UI) into a modern, mobile-first experience.
- Conducted FullStory behavioral analysis and identified dead clicks and drop-offs, leading to workflow redesign.
- Introduced alert feature redesign based on user interviews → resulted in:
  - +38% feature adoption
  - +24% increase in alert interaction
- Built and maintained scalable UI components aligned with internal design systems.
- Partnered with Product Managers, Engineers, and Data Analysts during sprint planning and delivery.
- Delivered accessibility improvements improving contrast, keyboard navigation, and hierarchy.
- Presented UX strategies and results to executives and global stakeholders.

UX Consultant May 2022 – Aug 2022

Ivey Digital Innovation Studio

- Designed user journeys, service blueprints, wireframes, and high-fidelity interfaces for SaaS and enterprise platforms.
- Facilitated design thinking workshops to uncover business and user needs.
- Partnered with developers to ensure smooth handoff, QA validation, and post-launch iteration.
- Supported early experimentation and usability validation prior to product launch.

## Education

UX Academy Jan 2024 – Dec 2024  
Design Lab

Master of Science in Digital Management Sep 2021 – Dec 2022  
Ivey Business School, Western University

Honours Bachelor of Commerce, International Business Sep 2014 – Apr 2019  
Sprott School of Business, Carleton University

## Skills & Competencies

- Angular Material
- Prototyping
- Responsible Web Design
- Information Architecture
- Human-Centered Design
- User Research
- Usability Testing
- Interaction Design
- Design Thinking Process
- Accessibility compliance & inclusive design

## Tools

- Figma | JavaScript
- HTML | CSS
- Python | FullStroy
- Adobe XD | Tableau
- QuickSight | SQL

## Portfolio

<https://sandylishenshen.wixsite.com/shenshendesign>

## Certifications

Professional Scrum Master I