

Nicole Chai

Senior UX Designer

nicolechai.com

chai.design@outlook.com

[linkedin.com/in/xiaotangchai](https://www.linkedin.com/in/xiaotangchai)

Experience

Vodafone UK | Senior UX Designer

- **Senior UX/UI Designer** | Oct 2023 - Present
- **UX/UI Designer** | Feb 2022 - Oct 2023
- Initiated and led the redesign of the purchase journey, improving PDP-to-checkout progression by +10.43% and conversion rate by +17.25%.
- Designed and shipped the comparison tool, resulting in a 2.78% increase in Add-to-Basket rate and 4x higher CVR for engaged users.
- Set up user testing and research, optimising user journey with iterative data-driven designs.
- Initiated and facilitated weekly Design Critique workshops, fostering a positive feedback culture and improving collaboration among designers.

Novicell UK | Digital Designer

London, UK | Dec 2020 - Feb 2022

- Led UX/UI design for a wide range of clients across industries, including e-commerce, healthcare, finance, and education (British Dental Association, Sinclair Pharma, and others).
- Built and optimised design systems, ensuring consistency across Novicell's global website.

Hylink UK | Senior Digital Designer

London, UK | 2019 - 2020

- Facilitated cross-functional team communications, delivering end-to-end creative digital solutions for Berkeley Group, Manchester Airport, Shaftesbury (Chinatown), Emma Bridgewater, Selfridges.

Freelance Product Designer

Various Clients | 2016-Present

- Designed and developed WeChat Mini Programs (apps within the WeChat ecosystem) for R&F Group, JLL, Berkeley Group, and Canvas.
- Led branding, UX/UI, and digital product design for startups and agencies, including Branding MENA and Rig Fitness.

Skills

Design

UX, Ideation and workflows, Interaction and UI design, Prototyping, Figma & Framer, Sketch, Adobe Creative Suite, A/B testing

User Research

Usability & concept testing, Qualitative analysis methods, Unmoderated interviews & Surveys, Competitor analysis

Speaking & writing

- **Designing for Good** – Vodafone Roadshow
- **How We Built a Positive Feedback Culture at Vodafone UK** – Medium article

Certifications

- **Leadership Essentials, Asian Leadership Academy** – McKinsey & Company (Jul 2024)
- **Team & Business Leadership** – McKinsey & Company (Jun 2024)

Education

- **MSc Marketing & Brand Management** – Kingston University (2017-2018)
- **MA Communication Design** – Kingston University (2015-2016)