

# Elaine Chen

A Sr. Product Designer with over 5 years of experience as an IC creating impactful software products. Now leading the integration of Sonder with Marriott Bonvoy. Previously designed Loblaw's affiliate –T&T Supermarket's web and mobile app from 0 to 1.

🔗 [www.elainework.com](http://www.elainework.com)

🔑 Password: ec23

✉️ [liqing.chen0909@gmail.com](mailto:liqing.chen0909@gmail.com)

## Experience

### Senior Product Designer / Sonder by Marriott Bonvoy

Jan 2023 – Present (Remote)

#### Crafts and research

- Contributed as an individual contributor to the core domain, implementing design solutions that encouraged user self-service, reducing customer service costs for the operational team by approximately 15%.
- As the lead designer for Sonder's SaaS product–risk analysis platform, responsible for research, redefining user flows, developing information architecture, and creating the design system.

#### Design strategy

- Led and oversaw the end-to-end user journey of the Sonder Marriott integration project, ensuring a seamless experience for guests across web and app, online and offline, with minimal human support.
- Initiated a vision project for Sonder to shape the ideal user experience, leveraged design to help leadership refine business strategy and inform long-term planning.

#### Leading cross-functional collaboration and team development

- Streamlined workflows by advocating for a design process that integrates with fast-paced sprints, promoting stronger collaboration between designers and engineers, and driving productivity throughout the product development lifecycle.
- Introduced product design estimates into the sprints planning, enabling designers to take more control over their workload while contributing to product roadmap timelines.
- Contributed to the product designer hiring process, supported new designers through onboarding, and provided weekly mentoring sessions to help them thrive in their roles and successfully deliver designs within their first two months.

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## Product Designer / T&T Supermarket (Loblaw Affiliate)

Dec 2020 – Dec 2022 (Toronto, ON)

### UX / UI

- Redesigned the e-commerce checkout flows, introducing a new experience that led to a 14.6% increase in successful payment transactions.
- Developed a design system and guidelines for the product design team, improving workflow efficiency by 40% and strengthening the brand voice.

### Design influence

- Created a code-free content management system enabling the e-commerce team to manage the site independently with minimal engineering support.
- Designed a website and app that successfully engaged 1 million active users within two years.

## Freelance Product Designer / Toasta Ltd.

Nov 2018 – Mar 2020 (Toronto, ON)

- Developed iFocus Beauty's design strategy through user research, consolidating insights to enhance user-clinic relationships. This strategy contributed to securing \$400,000 in angel round funding.

## Education

**OCAD University**  
B.A. Visual Communication

## Skills

Product strategy & Analysis  
Product design & Prototyping  
Visual design & illustrations  
User research & Usability testing

## Tools

Figma, Sketch, XD  
HTML, CSS  
Adobe Creative Suite  
Maze, Medallia