Michelle Lai

Product Designer

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Experience

Customer Experience Design Intern
Shoppers Drug Mart | May 2024 - August 2024

- Built the Customer Feedback Dashboard by consolidating data from 1300 stores into PowerBI to visualize trends and automate metric calculations
- Analyzed usability metrics for the redesign of Loblaw Self-Checkout in 2 stores, enabling strategic design iterations to enhance usability
- Led a company-wide hackathon for 60 employees by facilitating design-thinking workshops and brainstorming sessions to foster cross-functional ideation

Software Engineer Intern
Scotiabank | May 2023 - August 2023

- Developed Extract, Transform, and Load jobs using Tidal and Autosys to ensure efficient task automation in Big Data environments
- Oversaw data quality during Avro to Parquet ingestion in Hadoop (HDFS)

Product Design Intern
Rogers Communications | May 2022 - August 2022

- Designed 4 prototypes and design system components, conducting user research, user journeys, and wireframes using Figma and Mural in a cross-functional team
- Presented 3 demos to secure stakeholder buy-in with excellent storytelling, leveraging insights from expert interviews and co-creation workshops
- Spearheaded 2 design systems proactively

Virtual Reality and Augmented Reality Researcher
University of Toronto - Safety, Equity & Design Lab | May 2022 - April 2023

- Led 2 teams to research the designs of 10 VR/AR tools and evaluate their usability and effectiveness on patient care
- Presented research at an international healthcare symposium (700+ attendees) and published a research paper in Sage Journals (link)

Digital Strategy Intern
Kiwanis | December 2020 - October 2021

- Spearheaded the digital rebrand process by designing and executing 12 campaigns and redesigning the official website, achieving record turnouts
- Grew social media followers by 330% on Instagram, 100% on Facebook, and 475% on LinkedIn by designing marketing strategy and materials

Projects

PeaceOfMind - Pre-Surgical Education Mobile App for Children
Personal Project | September 2022 - Present

- 1st place design pitched at a global human factors symposium (700+ attendees), awarded for applications of usability principles and techniques
- Developed design artifacts as a design-team-of-one (see more)

Gigz - Freelancer Marketplace
Ascend Hackathon | August 2021

- 1st place design recognized for outstanding UX, scalability, creativity, and impact on the resilience of freelancers and small businesses in COVID-19
- Led a team of 3 to ideate, rapid prototype, and pitch (see more)

Education

University of Toronto
Industrial (Systems) Engineering - Human Factors | 2020 - April 2025

- Adobe Design Scholarship (Full-Ride)
- Thesis: usability research for a pre-surgical preparation app
- Capstone: natural language processing for sentiment analysis

Skills

Design Software
Figma · Adobe XD · Illustrator · Photoshop

Languages
HTML · CSS · JavaScript · Java · Python · SQL

Design
User Experience · Interaction Design · User Interface · Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Rapid Iteration

Research
User Interviews · Expert Interviews · User Testing · Information Architecture · Journey Mapping · Data Analysis · Data Visualization · Competitor Analysis · Design Strategy · Cognitive Walkthrough

Collaboration
Organizing workshops · Facilitating Design Critique · Self starter · Detail Oriented · Flexible • Communicative · Storytelling · Cross-Functional Collaboration

Awards

Adobe Design Circle Scholar - $100K | 2022

Troost iLead Difference Maker Award - $50K | 2025

Ted Rogers Scholarship - $10K | 2020

1st Place HFES Mobile Health App Design Competition | 2023

Finalist Superposition Hackathon | 2021

1st Place Ascend Hackathon | 2021

1st Place Engineers Without Borders Hackathon | 2021

1st Place FinHacks | 2020

RBC Most Innovative Solution- ElleHacks | 2020

Scotiabank Next Fifty | 2022

Scotiabank Canada's Top Student | 2021

MIE 8T2 Engineering Student Award | 2023

Mechanical & Industrial Engineering Summer Research Award | 2022

UofT Faculty of Applied Science & Engineering Award | 2020

Lieutenant Governor's Community Volunteer Award | 2020