

Fiona Lai

Product Design Leader

EXPERIENCE

Senior Product Designer / Agilysys

March 2024 - Present

- Designed an end-to-end booking flow to simplify complex individual and group scheduling, contributing to retaining high-profile clients.
- Built the company's first scalable design system (0→1) across two major products, defining components, documentation, and engineering-aligned standards, resulting in reduced handoff friction and improved delivery consistency at scale.
- Partnered with PM and CS leadership to identify and make a compelling case for product improvements, connecting customer research and business metrics to design decisions that influenced roadmap priorities.
- Used AI tools to speed up research, prototype A/B test variants, and build handoff-ready prototypes, vetting for technical accuracy.
- Mentored designers through structured critique and cross-team standards, modelling best practices and proactively improving team processes and design quality.

Senior Product Designer / Rogers Communications

July 2020 - August 2023

- Increased average traffic to Rogers Business B2B platform by 312% and CTR by 235% by redesigning user workflows and iterating on designs based on data, A/B testing, and user research.
- Accelerated design team throughput by implementing a cohesive design system integrated with the wider Rogers digital ecosystem.
- Designed end-to-end flows for both B2B and B2C customers (e.g. multi-line purchasing and new customer registration), mapping dependencies across interconnected flows to resolve technical constraints and reduce funnel drop-off.

Product Designer / Furnishr

September 2018 - August 2019

- Built internal workflow tooling that improved operational efficiency by 12% through better Design Ops and backlog prioritization.
- Established high-fidelity prototyping standards and cohesive style guides that modernized the product's visual language and reduced drop-off rates by 20%.

fionaqylai@gmail.com

fionalai.com

+1 (647) 717 - 8658

EDUCATION

Bachelor in Computer Science / Western University

User Experience Certificate / BrainStation

SKILLS

Design Leadership
Team Mentoring
Design Strategy
Design Systems
B2B & Enterprise
Design Ops
User Research

TOOLS & TECHNICAL

Figma, Figma AI,
Bolt, Lovable, Claude
Design
Google Analytics,
Adobe Creative Suite,
GitHub, Jira,
HTML/CSS,
JavaScript, Python