Zoey Lu

Senior-Level UX Designer · Financial Services & eCommerce

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PROFESSIONAL SUMMARY

Senior-level UX designer with 7 years of experience. Currently a UX Designer with Canadian Tire's Bank Concept Team (since May 2026), designing concept experiences for Canadian Tire Bank financial products and services; previously led end-to-end eCommerce design at Canadian Tire across homepage, search and discovery, promotions, checkout, payment, and Buy Now Pay Later. Research-led and data-driven, with strengths in design systems, accessibility (AODA/WCAG), and aligning product, engineering, research, and business stakeholders in large, regulated organizations. Now focused on financial-services design, where consistency, compliance, and trust matter most.

AI-AUGMENTED DESIGN PRACTICE

Uses Figma AI and Microsoft Copilot as practical accelerators inside an established research and design process — to move faster on exploration and documentation while keeping human research, judgement, and accessibility checks in charge of the final decision:

- **Research synthesis:** use Microsoft Copilot to summarize and cluster interview notes, usability-test findings, and secondary research into themes and draft insights for validation.
- **Ideation and prototyping:** use Figma AI to generate early concepts, user-flow variations, and low-fidelity wireframe directions to widen exploration before converging on a tested solution.
- **Content and documentation:** use Microsoft Copilot to draft microcopy and content variants for review, and produce first drafts of design specs, handoff notes, and research reports.
- **Design QA:** support consistency and accessibility checks against design-system components and AODA/WCAG requirements before developer handoff.

CORE SKILLS

Figma · User Research / UX Research · Usability Testing · Design Systems & Design Libraries · Accessibility (AODA / WCAG) · Interaction Design · Financial Services & Banking Concept Design · Journey Mapping · Personas · Wireframing · Rapid Prototyping · User & Market Research · Secondary Research · Card Sorting · Storyboarding

TOOLS

Figma · Figma AI · Microsoft Copilot · Adobe XD · Sketch · InVision · Zeplin · Principle · Photoshop · Illustrator · Jira · Confluence · Mural · Trello · HTML / CSS

EXPERIENCE

UX Designer — Bank Concept Team | Canadian Tire

May 2026 – Present · Toronto, ON

- Support concept design initiatives for Canadian Tire Bank, exploring and validating future customer experiences across financial products and services.
- Conduct competitive analysis and market research to identify experience opportunities and emerging trends in financial services.
- Create concept mockups and interactive prototypes to visualize and evaluate new customer experience ideas.
- Collaborate with cross-functional stakeholders across design, product, and business to gather feedback, refine concepts, and support strategic decision-making.

UX Designer — eCommerce Experience | Canadian Tire

Jul 2021 – May 2026 · Toronto, ON

- Led UX initiatives across homepage redesign, search and product discovery, promotions, checkout, payment experiences, and Buy Now Pay Later integration, supporting customer journeys from acquisition and discovery through checkout and payment.
- Contributed to cart and checkout experiences recognized in the Baymard Ecommerce UX Awards 2025, with Canadian Tire selected for Top 1% Performance for Desktop Cart & Checkout.
- Spearheaded market and user research to deeply understand customer needs and behaviours, resulting in data-driven design decisions that enhanced product usability and user satisfaction.
- Collaborated with Product, Engineering, Research, Content, and Accessibility teams to develop and implement UX strategy, aligning stakeholders with business goals and customer needs.
- Delivered high-fidelity interactive prototypes and design specifications, communicating design rationale and detailed decisions clearly for implementation.
- Contributed to design system adoption and the development and maintenance of a comprehensive universal Design Library, standardizing UI components and usage guidelines across different product lines.
- Mentored junior designers and co-op students, fostering a culture of learning and innovation within the design team.

UX/UI Designer | Commerce Garage

Mar 2021 – Jul 2021 · Toronto, ON

- Captured and documented all UX/UI research and requirement gathering.
- Prepared customer analyses and developed personas based on the target demographic and transactions.
- Transformed high-level project requirements and user stories into sitemaps, user flows, wireframes, mockups, and prototypes using modern prototyping and design tools.
- Supported the development and application of the established design framework to set design direction and create design consistency.
- Conducted usability tests on each independent type of page on the website and created reports showcasing the findings.
- Communicated requirements with developers as needed for customizations outside the theme's functionality.

UI/UX Designer | Bay Street Group Inc.

Aug 2017 – Sep 2019 · Markham, ON

- Collaborated with stakeholders to understand and translate business goals and design requirements into simple, meaningful design solutions.
- Assisted in developing key artifacts, including journey maps, personas, wireframes, UX flows, and interactive prototypes.
- Collected ongoing feedback from stakeholders and constructed insights to drive iterative design decisions.
- Ensured user interface designs adhered to brand standards, legal compliance rules, and AODA/WCAG compliance standards.

RECOGNITION & FEATURED WORK

- **Baymard Ecommerce UX Awards 2025 —** Canadian Tire selected for Top 1% Performance for Desktop Cart & Checkout.
- **Stronger Together Award —** Team award received at Canadian Tire.
- **Q4 Core Value Award nominee —** One of 35 nominees at Canadian Tire.
- **Portfolio —** Case studies and selected work at www.zoeylu.com.

EDUCATION

BrainStation — Toronto, ON (2019)

Diploma, User Experience Design · Certificate, Product Management

University of Toronto — Mississauga, ON (2013 – 2017)

HBA, Information & Technology

Sheridan College — Oakville, ON (2014 – 2017)

Certificate, Digital Communication