



Charmaine Wang

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SKILLS

Methods

Interaction Design
Design System
Storyboarding
Wireframing
Persona
Heuristic Evaluation
User Interviews
Journey Mapping
Illustrations
Animation

Tools

Figma
InVision
Sketch
Zeplin
Adobe Creative Suite

Development

HTML + CSS
JavaScript
Bootstrap
Github
C++
C#

EDUCATION

Systems Design Engineering

University of Waterloo 2021

EXPERIENCES

Visual Designer

Royal Bank of Canada - Mobile Team

Jan '19 - Apr '19

Redesigned transaction search experience; defined technical constraints and created new components supporting product consistency.

Drove consistency and **increased future maintainability** by collaboratively establishing a design system to document and design developer focused components.

Eased user onboarding experience through storyboarded and animated vignettes.

Refined screens using **iOS** and **Material Design** frameworks.

Product Manager

Horizn

May '18 - Aug '18

Increased clickthrough traffic by **400%** by shipping new user engagement feature.

Yielded **75% increase** in redemptions by redesigning prize redemption process.

Automated inventory management by shipping customer facing admin tool.

Managed and launched **10 full features** across Horizn Platform.

Web Application Designer

Sun Life Financial

Sep '17 - Dec '17

Branded, designed, developed and **user tested** the Innovation Lab website.

Conducted **user research** and analysis on Google Home voice user interface.

Created and led a virtual reality workshop for product innovation.

Programmer Analyst

Telus Health

Jan '17 - Apr '17

Improved scalability across Telus Health by redesigning the CICD Pipeline.

Executed validation testing and performed database migration from Oracle to AWS.

PROJECTS / COMMUNITY

Product Designer

SydeDoor

May '18 - Present

Leading the design for SydeDoor, an internship review platform through **iterative design** and validation.

Working with PM and engineers to define product features that align with user goals.

Design Director

Canadian Engineering Competition

May '18 - Mar '19

Delighted **300+** guests through highlighting event identity and supported the vision through designing website experience, swag, and informational packages.