CHARMAINE WANG

PRODUCT DESIGNER

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SKILLS

Design

Adobe Creative Suite
Data Visualization
Wireframing
InVision
Sketch
Figma

User Research

Usability and Concept Testing
Interviews and Surveys
Persona Development
Heuristic Evaluation
Journey Mapping

Programming

HTML, CSS/SCSS, Javascript, C#,
C++, GitHub, Bootstrap, SQL

EDUCATION

Systems Design Engineering

University of Waterloo 2021

EXPERIENCES

Product Manager

Horizn   *May '18 - Aug '18*

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

Shipped new features to engage users, **Increased traffic rate** by **400%**.

Established success metrics and designed **data visualization dashboard**.

Led design from conception through iterations and launch of an e-commerce product. Yielded a **75% increase** in redemptions.

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.

Designed and developed voice behavioural archetypes highlighting user needs.

Created and led a virtual reality workshop for product innovation.

Programmer Analyst

Telus Health   *Jan '17 - Apr '17*

Redesign of the CICD Pipeline to **improve scalability** across Telus Health.

Executed 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.

Iteratively designing and validating interfaces and workflows.

Working with PM and engineers to define features and drive alignment.

Design Director

Canadian Engineering Competition   *May '18 - Present*

Designing the website UI/UX, brochure and sponsorship package.

Interacting with team to adhere to timelines and organization standards.