

Kiana Du

UI/UX Designer

CONTACT

Email: q23du@uwaterloo.ca
Phone: +437 907 9010

Portfolio: <https://kd123-design.github.io/final/>
LinkedIn: linkedin.com/in/kiana-du

SKILLS

Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Procreate

Research & Testing

User research, usability testing, journey mapping, iteration based on feedback

UI/UX Design

Wireframing, prototyping, user flows, interaction design, branding & rebranding

Technical

HTML/CSS, Python, Racket

PROJECTS

Founding UI/UX Designer | Studia Nov 2025 – Present

- Sole UI/UX designer in a 9-member student startup building a student productivity web app
- Designed wireframes and hi-fi prototypes in Figma using reusable components and auto layout
- Conducted user research and defined personas; mapped end-to-end user journeys to identify study-planning pain points
- Established consistency product branding, including logo and visual identity system
- Collaborate with developers and marketing team to refine product experience and visuals
- Iterated through 3 prototype versions based on usability testing with 30 students

UI/UX Designer (AccessED App) | GNEC Hackathon March, 2025

- Designed an accessibility-focused mobile app supporting users with visual and auditory impairments
- Delivered a 17-screen high-fidelity prototype within a 48-hour development sprint
- Led end-to-end UI design while collaborating with 3 frontend and backend developers
- Prioritized inclusive design principles, including readable typography, contrast, and simplified navigation

Coinamatic Website Redesign | Academic Project Nov, 2025

- Conducted heuristic evaluation and UX audit to identify usability and content hierarchy issues
- Re-architected site layout and user flows to improve information clarity and usability
- Built interactive prototype in Figma to validate updated navigation structure and design consistency

LEADERSHIP & ACTIVITIES

Graphic Designer, Executive Team | UW Film Club & Craft 4 Charity May, 2025 – Present

Magazine Designer | KulTek Sep, 2025 – Present

EDUCATION

University of Waterloo | 2025-2029

Global Business and Digital Arts
Minor of computing