

# Dena Huang

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[/in/denahuang](https://in.denahuang)

[denahuang.github.io](https://denahuang.github.io)

## Experience

### Research Assistant, Web & Brand Design @ University of Waterloo

Apr 2024 – Present

WATERLOO

IN-PERSON

Independently managed **UX enhancements** for project website through usability testing and establishing a WCAG-compliant interface and style guide

Re-imagined project's **brand identity** and led the curation and management of social media platforms

### UX Designer @ Rogers Communications

Jan 2023 – Apr 2023

TORONTO

IN-PERSON

Conducted preliminary user research, empathized user pain points, motivations, and goals, and facilitated **3 design thinking sessions** to inform the ideation of **6+ projects**

Designed, tested, and pitched a 5G indoor tracking app to **15+ executives**, and developed a **Proof-of-Concept** for productization

Consulted and co-created with **10+ leading industry partners** and enterprise customers to produce new technical and business solutions in Smart Cities, Asset Tracking, Industrial IoT, Autonomous Vehicles, VR/AR, and other areas

### Design/Communications Analyst @ Royal Bank of Canada

Sep 2023 – Dec 2023

TORONTO

IN-PERSON

Crafted an innovative pamphlet for an esteemed technical team to amplify team recognition within the organization. Reached an extensive audience of **500+ employees and executives**

Revitalized and elevated **user engagement** by redesigning an intranet page, implementing **strategic visual and functional enhancements**

### Designer and Developer @ Real Adulting 101

May 2022 – Jun 2022

VANCOUVER

REMOTE

Developed and examined up to **30 Wordpress pages**, and produced 7 social media videos.

### UX/UI Designer @ Fashion for Change

Nov 2021 – Apr 2022

WATERLOO

REMOTE

Collaborated with designers and developers to revamp the FC website to help **1000+ students** engage in charitable fashion and artistic expression

### Web Developer and Designer @ NVISION

Sep 2019 – Jan 2020

MARKHAM

IN-PERSON

Used a mobile-first design approach for **5+ responsive web pages** and handed off to the developer (myself) to be constructed using JavaScript, HTML, and CSS

## Projects

### Portfolio Website (Design and Development)

Nov 2019 – Present

DENAHUANG.GITHUB.IO

Deployed a React.js application through GitHub; Designed and hand-developed a responsive UI through a mobile-first approach

## Skills

Figma, Adobe Creative Suite, Sketch, InVision, Miro, Mural, FigJam, JIRA, Confluence, Balsamiq, Framer  
UX/UI Design, User Research/Analysis, Interaction Design, Wireframing, Prototyping, User Testing (Interviews, Ethnography), User Flows, Journey Mapping, Information Architecture, Design Systems, Design Documentation, Product Thinking, Branding, Communications, Front-End Development

## Education

### University of Waterloo

2021 – 2026

3.8 GPA

Honours Bachelors of Arts and Business

> Communication Arts and Design Practice major

> Digital Arts Communications and **Computer Science** minors

