

# Dena Huang

Product Designer

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## EXPERIENCE

### Rogers Communications

UX Designer

Jan 2023 – Apr 2023

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

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

### Real Adulting 101

Design + Development Intern

May 2022 – Jun 2022

Crafted and produced **7** teaser videos and social media covers for upcoming podcast using Figma and Canva

Developed and examined up to **30 Wordpress pages** to ensure cohesion

### Fashion for Change

UX/UI Designer + Developer

Nov 2021 – Apr 2022

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

### NVISION

Web Developer

Sep 2019 – Jan 2020

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

### Machi Machi App Redesign

Product Designer

Jan 2022 – Feb 2022

Performed user research and iterative design for a **high-fidelity Figma prototype** to reimagine the ordering experience for **11,000+** customers

### SPARK

Product Designer

Mar 2023

Led the vision and development of a social platform to encourage young adults to unleash their inner child through self-discovery and self-reflection in **under 36 hours**

## SKILLS

Figma, Adobe Creative Suite, InVision, Miro, Mural, Microsoft Office, Canva

UI/Interaction Design, User Research, User Testing, User Flows, Journey Mapping, Information Architecture, Wireframing, Prototyping, Storytelling, Graphic Design, Branding

## EDUCATION

### University of Waterloo

Bachelor's of Arts and Business

2021 – 2026

Communication Arts and Design Practice (Honours), Digital Arts Communications + Computer Science minor