

Dena Huang

Product Designer

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EXPERIENCE

Royal Bank of Canada (RBC)

RBC Student Ambassador
Jan 2024 - Present

Orchestrated and executed **3 events** for **330+ employees** to foster a welcoming onboard to RBC. Achieved an exceptional **overall event rating of 86%**

Communications Analyst
Sep 2023 - Dec 2023

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**

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

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

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

SKILLS

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

UI/Interaction Design, User Research, User Testing, User Flows, Journey Mapping, Information Architecture, Wireframing, Prototyping, Storytelling, Product Management, Graphic Design, Branding, Communications, Front-End Dev

EDUCATION

University of Waterloo

Bachelor's of Arts and Business
2021 - 2026

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