

Yidan Wang

UX Design & Front-end Development

Portfolio: <https://graceyidanwang.github.io/>

Contact

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(647) 870 - 8809
Burlington, ON

Education

Humber College

cGPA: 3.7

UXD Graduate Certificate
Jan 2022 – Dec 2022

University of Toronto

2018

HBSc: Environmental Science

Technical Skills

User Experience Design:

Adobe XD | Figma
Design Thinking
User Research
Journey Maps
Workshop Planning
Prototyping

Front-End Development:

HTML5
CSS3
JavaScript

Qualification Highlights

- Proficiency in **UX Design (Adobe XD & Figma)** and latest web technology: **HTML5 & CSS3**.
- Proven **self-starter with a creative and continuous learning** mindset.
- **Highly service orientated** with good **communication skills** to build rapport with internal and external stakeholders.
- Fast learner with a passion for user research and design, and eager to grow in a fast-paced environment.

Projects

UX/UI System Design | Covid Vaccination Booking Mobile App

May 2022 – Aug 2022

- Conducted heuristic evaluation on existing Covid vaccination booking experience in Ontario and identified main issues: fragmented booking systems and lack of usability.
- Ideated the concept of an “integrated booking system” for the team to begin the design process.
- Identified user flows and extended the above design concept into **6 key features**.
- Collaborated with the team to create the color theme, typography, and content tone of visual design.
- Developed reusable UX components to increase the efficiency of designing **24** animated pages.

Website UX Redesign | Steam

Jan 2022 – Apr 2022

- Interviewed **10 participants** and performed **thick data analysis** to identify **2 key pain points** in the current website design: lack of consistency and overwhelming information architecture (IA).
- Conceptualized new IA by cutting off 80% of excessive information to set the design framework for the team.
- Created **UX design system** including style guide, UX components with design rationale, etc.

- Lead the creation of **34** pages with animations on Figma to develop a testable prototype.
- Designed 3 user tasks, moderated 10 usability testing sessions, and received a **100% success rate** with the design.

“Group Watch” Feature Design | **Netflix**

Jan 2022 – Apr 2022

- Worked as the UX researcher to conduct heuristic evaluation, SWOT analysis, and competitor analysis among Disney Plus & Prime Video to deeply understand the market status, and identified key gaps in Netflix.
- Reported the above findings to the design team and ideated the concept of the “Group Watch” feature for Netflix to increase its competitiveness.

Work Experience

Remote Sr. Customer Service Rep | **Digital Extremes**

Mar 2019 – present (part-time) • Burlington, ON

- Provide prompt, courteous, and effective customer support with **strong communication skills** to turn unsatisfied players into loyal clients.
- Escalate urgent issues to the management team, collaborate with other departments such as technical support to ensure a solution is being worked on, and develop PSA and ticket replies to calm worried players.
- Act as the consulting source in the team to solve tricky tickets with sensitive and controversial matters, and escalate serious issues to the management team when necessary to ensure players' concerns are addressed at the proper scale.