

Yidan Wang

Junior UX Designer & Researcher

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

Contact

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Burlington, ON

Education

Humber College

User Experience Certificate
Jan 2022 – Dec 2022

University of Toronto

Sep 2013 – Nov 2018
HBSc: Environmental Science

Technical Skills

User Experience Design:

Adobe XD | Figma
Design Thinking
User Research
Storytelling
Wireframing
Prototyping

Front-End Development:

HTML5
CSS3
JavaScript

Qualification Highlights

- Proficiency in **Adobe XD/Figma** and **User Research**.
- Proven **self starter** with excellent time management skills to work under pressure and finite deadlines.
- Service orientated with good **communication skills** to build rapport with internal and external stakeholders.
- Fast learner with passion in user research and design, and eager to grow in a fast paced environment.

Projects

Content Consumption while Waiting | **Ethnographic Study**

May 2022 – present

- Worked as the UX Researcher in a group of 5 members to develop research plans, discussion guides and surveys for insights gathering.
- Performed a series of ethnographic studies such as non-participant observation and diary studies to identify common themes & issues in people's waiting experience and discover solutions accordingly.

System Redesign | **Covid Vaccination Booking System**

May 2022 – present

- Worked as UX Designer in the same group as above to redesign the covid vaccination booking system to simplify the user navigation experience.
- Conducted user research studies to identify pain points in the current booking system.
- Analyzed key findings and applied design skills on **Figma & Adobe XD** to create fully clickable high-fidelity prototype.

Website Redesign | **Steam** (<https://store.steampowered.com/>)

Jan 2022 – Apr 2022

- Redesigned the Steam website to simplify the user navigation experience as the UX Researcher & Designer of the team.

- Performed a series of user research methods such as **interviewing 10 participants** and **thick data analysis** to identify pain points in the current website.
- Created user personas and storyboards to help the design team better understand the user needs
- Conceptualized core ideas and applied design skills on Figma & Adobe XD to create well-designed high-fidelity prototypes.

Watch Party Feature | **Netflix**

Jan 2022 – Apr 2022

- Conducted multiple user research approaches such as heuristic evaluation, SWOT analysis, competitor analysis to deeply understand the client and identify gaps in user needs.
- Took the UX design role in the same group as above to ideate the concept of “Watch Party” feature for Netflix to increase its competitiveness.

Work Experience

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

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

(Willing to quit the current job to meet the position needs)

- 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 down 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.