

Helga Jiang

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EXPERIENCE

Product Designer, Facebook

Menlo Park / 2019-2021

- Designed end-to-end user flows on the Ads Manager platform on a fast-paced team. Covered design briefing, problem solving, conceptualising, prototyping, and development support, while keeping informed by user research and data.
- Influenced design systems, strategized product roadmaps, led UX-excellence efforts, and mentored new grads within the company.
- Contributed to internal culture initiatives by designing swag, posters, and presentation decks for org-wide events.

Product Design Intern, Facebook

Menlo Park / 2018

- Designed data visualizations for ad campaign analytic tools. Participated in usability tests and weekly design critiques.

Product Design Intern, Mailchimp

Atlanta / 2017

- Introduced new features and interactions for the multi-variate testing tool. Prototyped using HTML/CSS and React.js.

UX Design Intern, Shopify

Ottawa / 2016

- Worked closely with cross-functional team members to redesign features and interactions of the Shopify Capital dashboard.

Visual Designer, Hack the North

Waterloo / 2018

- Designed compelling print and marketing collateral for over 1,000 hackathon attendees, including digital assets for website and social media, event signage, welcome booklets, custom playing card decks, and other swag items.

EDUCATION

Honours Fine Arts Studio Practice, Computer Science Minor

Bachelor of Arts (with Distinction)

University of Waterloo / Class of 2019

CREATIVE PROJECTS

Ceramicist, Helgz Studio

www.helgz.com / 2021-present

- Contemporary small-batch ceramics. My work is in private collections in Canada, the US, and Europe.
- I handle all aspects of the business, including designing, making, branding, e-commerce setup, and online marketing.
- Featured in Condé Nast's *World of Interiors* Magazine

Published Author, Clay Charm Magic!

- A children's arts & crafts book published by *Skyhorse Publishing*. Available in bookstores and libraries across North America.

YouTube Partner

2011-2018

- Independently produced arts & crafts tutorials (under the pseudonym *PuddingFishCakes*), garnering an organic audience of over 270,000 subscribers and 22 million video views.
- Featured on *DreamworksTV*, *POPSUGAR*, *Cartoon Network Magazine*, and *Project for Awesome*.