

# Helga Jiang

**Portfolio:** [helgajiang.github.com](https://helgajiang.github.com)

**Contact:** [jianghelga@gmail.com](mailto:jianghelga@gmail.com)

## EXPERIENCE

### **Product Designer**, Facebook (Meta)

Menlo Park / 2019-2021

- Designed user flows on the Ads Manager platform on a fast-paced team. Covered design briefing, conceptualising, prototyping, research, and development support.
- Developed a unique interaction pattern that resulted in a **20% increase in retention rate** of a core advertiser product.
- 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 (Meta)

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 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

### **Founder & Ceramicist**, Helgz Studio

[www.helgz.com](http://www.helgz.com) / 2021-present

- Contemporary small-batch ceramics for the modern home.
- I handle all aspects of the business, including ceramics production, sales, content creation, branding, e-commerce website, and online marketing.

### **Published Author**, Clay Charm Magic!

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

### **YouTube Creator**, 275K Subscribers

2011-2018

- Independently produced arts & crafts tutorials (under the pseudonym *PuddingFishCakes*), garnering an organic community of over **275,000 subscribers** and **22 million video views**.
- Featured on *DreamworksTV*, *POPSUGAR*, *Cartoon Network Magazine*, and *Project for Awesome*.