

leon han

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EXPERIENCE

UX design intern • TD Lab

Jan. – Apr. 2020, Kitchener, ON

Designed a feature to encourage better financial habits among young adults, [stimulating user engagement](#); earned approval from TD executive VP's to begin testing and development

Wrote and implemented an [internal remote user testing guide](#), making the transition to WFH easier for TD Lab's design team

Product design lead • VoGro

May 2020 – present

[Led the end-to-end design](#) in an agile environment of an app that helps elderly people find helpers; VoGro is on the App/Play Store!

Defined KPI's to measure user engagement, used the [Kano model to prioritize features](#) and Webflow to build VoGro's website

Product designer • Betalab

May 2020 – present

Working with engineers and PMs to design CardioMe, an app to promote post-cardiac emergency rehab by encouraging better habits using [gamification and intuitive day-to-day tracking](#)

JavaScript instructor • Hatch Coding

Jun. 2019 – Aug. 2019

Taught and [mentored 30+ students](#) over the summer sessions in fundamental programming concepts and logic, culminating in projects and mini-games

PROJECTS

Pebble • 3rd place

Activision + Adobe Creative Jam

Designed an app to help new gamers integrate into gaming culture, emphasizing [proficiency-based socializing and learning](#)

SKILLS

UX/UI + Product design • defining KPI's • SEO • digital marketing • prioritization models • usability testing • prototyping • wireframes

Tools: Figma, Adobe Xd, Principle, Sketch, Zeplin, Webflow, Protocie

Development: HTML/CSS, Python (Flask), JavaScript, SQL, C++

RELEVANT COURSES

Human Factors in Design
Introduction to Design
Algorithms and Data Structures
Digital Computation (C++)

EDUCATION

University of Waterloo, BASc.

Systems Design Engineering

Expected graduation: Apr. 2024

International Baccalaureate Diploma

Sep. 2017 – May 2019

INTERESTS

Deception board games
Ultimate frisbee
Toronto Raptors (fan since 2008)