

leon han

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EXPERIENCE

TD Lab • Product design intern

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

VoGro • Product designer

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

Betalab • Product designer

May 2020 – present

Collaboratively designing CardioMe, an app to promote post-cardiac emergency rehabilitation by encouraging better habits using [gamification and intuitive day-to-day tracking](#)

Currently communicating with clients and crafting user flows

PROJECTS

Pebble

Activision + Adobe Creative Jam

[Won 3rd place out of 300+ teams](#); designed a proficiency-based gaming app that helps newbies ease into the gaming community

Retailer sizing tool

Personal project

A tool for small retailers to optimize and personalize customers' buying process by providing fast and accurate sizing, leveraging [Shopify's design system Polaris](#)

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, Protopie

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, BAsSc.

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)