

# leon han

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## EXPERIENCE

### Geotab • Product Design Intern

Sep. 2020 – present, Remote

Championed a large scale project streamlining data from 2+ million vehicles to give insurance companies contextual insight into claims for more fair payouts; led to approval for development of a new, high ROI business channel

### VoGro • Co-founder & Design Lead

Jun. 2020 – present, Remote

Led the end-to-end design of an app that lets elderly people find helpers for everyday tasks, with 200+ volunteers and 50+ tasks completed to date  
Recruited and managed a design team of 4 while pivoting the business model to work with public health units, post-secondary institutions and the YMCA

### Betalab • Product Designer

May 2020 – present, Kingston ON

Collaborating with a cross-functional student team and medical experts to develop and ship an app promoting healthier habits among heart attack victims, with emphasis on accessibility and incentivization for patients

### TD Lab • UX/UI Design Intern

Jan. – Apr. 2020, Kitchener ON

Designed features to improve financial habits among young adults, identifying specific pain points in banking and conducting usability tests  
Wrote and implemented an internal remote user testing guide, resulting in improved workflow efficiency

## PROJECTS

### Activision + Adobe Creative Jam • Pebble

3rd place

Designed a gaming app that helps new gamers form personal connections through games, placing 3rd out of 300+ teams

## COMMUNITY

### Tech+ UW • Project Coordinator

Aug. 2020 – present, Waterloo ON

Organizing Coffee Chats to foster a diverse and inclusive tech community at UW and help early tech students advance their interests and careers

## SKILLS

### Design

UX/UI and product design, product strategy, usability testing, prioritization models, prototyping, wireframing, Googling, SEO

**Tools:** Figma, Adobe XD, Principle, Sketch, Zeplin, Webflow, Protopie

### Development

HTML, CSS, JavaScript, Python (Flask), C++, SQL

## EDUCATION

### University of Waterloo

Candidate for BASc, Systems Design Engineering  
Expected graduation: Apr. 2024

### Relevant coursework:

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

## AWARDS

### 3rd place

Activision + Adobe Creative Jam

### President's Scholarship

University of Waterloo

## INTERESTS

Deception board games, ultimate frisbee, kickboxing, inclusive tech