LUCAS LEE HUANG
PRODUCT DESIGNER

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Passionate Product Designer with five years of experience dedicated to exploring how people think and communicate. Lucas strives to create stories through design, promoting ethics and transparency.

Experience

Freelance Designer / ESL Teacher
APR 2023 – PRESENT | TAIPEI, TW

· Worked with clients to modernize outdated products, websites and apps. Established designs through various creative processes and deliver final products in-line with client needs.

· Connected with and worked with companies to develop English facing accessible websites and apps. Conducted user research together with companies, and pitched UX changes to accommodate other markets. Clients included Bank of Taiwan and Fubon Bank.

· Taught English as a Second Language in various schools in Taiwan, while working as a freelance designer. Taught to various age groups from as young as 3 years old and as old as 18 years old.

Product Designer
Hyperloop Global | APR 2021 – APR 2023 | WATERLOO, CA

· Created a detailed design system, branding, and guidelines for the organization. Led weekly design briefs to ensure consistent implementation, across all teams.

· Conducted user research, sketching, wireframing, prototyping, and usability testing. Developed web and mobile applications from ideation to development using Figma and Adobe CC.

· Collaborated with logistics, technical, development, and social media teams to ensure conference designs aligned with the goals of the organization. Successfully designed for a 3-day conference accommodating 120+ attendees.

UX Designer
VoGro | NOV 2020 - AUG 2021 | WATERLOO, CA

· Worked in a team of 3 designers to design and prototype both mobile and desktop structures. Used Figma to wireframe, design, and prototype in collaboration with the UI team.

· Conducted user research through user interviews, surveys, storyboarding and detailed personas to identify pain points. Communicated feedback and research findings to relevant management and teams to create solutions.

Product Design Intern
Driverseat | APR 2021 - SEP 2021 | KITCHENER, CA

· Conducted user research and user-testing on WordPress websites to improve searchability, readability, and user experience. Created partner and sales pages based on user research.

· Delivered design concept that clarifies service selection for users. Led wireframing, design process and rapid prototyping. Set up success metrics.

Extracurricular

UX Tutor
Varsity Tutors | APR 2022 – PRESENT | TORONTO, CA

Provides personalized guidance and mentoring to university students in UX design principles, methods, and tools to enhance their understanding and application of user-centered design.

Education

University of Waterloo
Global business and digital arts | BA

Initiated and contributed to several experimental projects involving web usability, interaction design, user interfaces, and responsive design.

Skills

Design:
· Design systems
· Wireframes & Mock-ups
· Style guides
· User flows
· Web structure
· Information architecture
· Strategy & vision presentations
· Concept sketches

Research:
· Data analysis
· Task analysis
· Personas
· A/B testing
· Cognitive walkthrough
· Usability testing
· Storyboarding

Toolbox:
· Adobe CC
· Balsamiq
· WordPress
· Invision
· Figma
· Miro
· HTML & CSS
· JavaScript