

LUCAS LEE HUANG

PRODUCT DESIGNER

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lucaslhuang.com

Passionate Product Designer with 6 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

July 2023 – September 2025 | TAIPEI, TW

- Worked with clients to modernize outdated products, websites and apps. Established designs through various creative processes and delivered tailored final products to problem solve for clients. Used quantitative and qualitative data to make best fit decisions.
- Worked with companies to develop English facing accessible websites, apps, concepts. Proposed user acquisition and retention strategies for English markets. Clients included Bank of Taiwan and HESS Education.

Product Designer

Canadian Hyperloop Conference | April 2021 – April 2023 | WATERLOO, CA

- Created detailed design system, branding, and guidelines for the organization. Led weekly design briefs to ensure consistent implementation across all teams and communicate project scope and risks.
- 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 | November 2020 - August 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 | April 2021 - September 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.
- Led design communication across company teams in weekly meetings and emails. Communicated with marketing, strategy, brand, accounts, acquisition teams, as well as directly to CEO and President.

UX/UI Tutor

Varsity Tutors | APR 2022 – MAR 2025 | 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
- Webflow
- Framer
- Shopify
- Invision
- Figma
- Miro
- HTML & CSS
- JavaScript