

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.

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Experience

Freelance Designer / Consultant

July 2023 – September 2025 | TAIPEI, TW

- Owned the end-to-end design lifecycle for modernization projects, delivering tailored UX solutions that resolved complex business bottlenecks and improved overall product usability scores.
- Spearheaded user acquisition and retention initiatives for the English market, resulting in a up to 250% increase in key performance metrics through targeted UX optimizations and strategic concepts.

Product Designer

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

- Architected a comprehensive Design System (build in Figma) that improved front-end development delivery times by 40% and ensured 100% UI consistency. Led weekly design briefs to ensure consistent implementation across all teams and communicate project scope and risks.
- Led design on physical products such as Banners, ID-badges, Merchandise and White-paper documents. Worked with marketing and technical teams to ensure white-paper/design materials are in-line with KPI's.
- Collaborated with logistics, technical, engineering, 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

- Facilitated design reviews and collaborative sessions within a 3-designer team, driving consistency between mobile, web, and dash platforms. Streamlining the hand-off process to the development team, decreasing iteration timelines by 25%.
- Led the end-to-end design process for the mobile application. Transforming user-research and stakeholder requirements into high-fidelity, developer-ready prototypes in Figma.
- Championed user and market research, utilizing usability testing and Agile workflow to iterate and improve engagement metrics.

Product Designer (Contract)

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, seeing 30% franchisee growth.
- Delivered design concept that clarifies service selection for users. Led wireframing, design process and rapid prototyping. Set up success metrics for user-testing and analytics.
- Led design communication across company teams in weekly meetings and emails. Communicated with marketing, strategy, branding, accounts and client acquisition teams, as well as directly to CEO and President.

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