

# LUCAS LEE HUANG

## PRODUCT DESIGNER

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Passionate Product Designer with 6 years of experience dedicated to building simple solutions for complex problems. Leverages AI-integrated workflows to accelerate rapid prototyping and repetitive UI tasks reducing end-to-end design cycles while maintaining high-fidelity craft.

### 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 - October 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
- WordPress
- Webflow
- Framer
- Shopify
- Figma
- HTML & CSS
- JavaScript
- Claude
- Gemini
- Mosaic
- Lovable
- Cursor