PAMELA WANG

Designer. Developer. Dreamer.

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EXPERIENCES

UI/UX Developer
Tidbit.io

📅 November 2020 – Present   📍 Remote

- Redesigning the UI of Tidbit.io's primary platform to **increase user engagement by an estimated 1,325%** and increase user-generated content by a projected 520%
- Developing **Information Architecture, Site Map, and Design System** on Confluence to build a seamless and consistent workflow between the product and development teams.
- **Conducting user interviews and user testing** using Dovetail to inform Personas and guide design decisions.
- Creating **wireframes and hi-fi prototypes using Figma** to share with developers and stakeholders.

Business Analyst
BDO Canada LLP

📅 January 2020 – May 2020   📍 Remote

- **Gathered stakeholder requirements** and conducted stakeholder interviews to define product goals.
- **Taught Katalon Studio to members of the company**, and completed thorough documentation of Katalon Studio and associated languages (Javascript, Java/Groovy)
- Worked in an **Agile environment**, partaking in story planning and **product documentation** using Jira and Confluence.
- Independently learned **SQL** and **Katalon Studio, a Selenium-based automation testing software**, within two weeks

Co-Founder / Logistics Director
Hack the Hammer / Urban Hacks

📅 June 2017 – December 2018   📍 Hamilton, ON

- **Co-founded** Hack the Hammer, Hamilton's first ever 24-hour high school **hack-a-thon**, which **hosted over 150 participants**
- Fostered positive relations with over 24 sponsors resulting in the **80% retention of sponsors** for our second hack-a-thon (Urban Hacks)
- **Managed 15 volunteers, a 20-person hack-a-thon team**, and all 100+ hackers throughout using Trello and Gantt Charts, maximizing efficiency and optimizing hacker enjoyment.

Marketing Coordinator
Model City Hall Hamilton (MCHH)

📅 December 2017 – May 2018   📍 Hamilton, ON

- **Developed marketing plans** for cross platform outreach resulting in a **400% increase in social media engagement** and over 150 participants at the conference.
- Designed branding materials for the Hamilton chapter of Model City Hall using Adobe Illustrator
- **Worked collaboratively** alongside 15 team members to successfully establish MCHH as an institution for advocacy, with the goal to reach under-represented communities in Hamilton's community.

PROJECTS

PuddleShaker Web Design
PuddleShaker | Second Place Winner

📅 October 2020

- **Redesigned a web application in Figma** to improve online presence and partener/volunteer on boarding for PuddleShaker.

AUX App
DandyHacks

📅 October 2020

- AUX is a music sharing app made using the Spotify API to help users listen to music alongside their friends
- Designed and developed 6 user-facing screens within a 24-hour timeframe for the AUX App using Figma and **implemented the designs using React Native**

Design.local Brand Guide Design
design.local

📅 September 2020

- **Spearheaded rebrand** through creation of new logos and brand guidelines in Figma and Adobe Illustrator to **promote accessibility** and increase website visits.

SKILLS

`Figma` `Adobe XD`
`Adobe Photoshop` `Adobe Illustrator`

`HTML` `CSS` `Javascript` `React`
`React Native` `C++` `Java`

`Jira` `Confluence` `Dovetail`

EDUCATION

Systems Design Engineering BASc
University of Waterloo

📅 2019-2024

Human Factors in Design
Principles of Design
Data Structures and Algorithms