Stacy Kwok

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I bring people and data together, at the right place and time, to design well-informed solutions.

Education

University of Waterloo – BAsc, Management Engineering   Sept 2019 - June 2024

Designing, optimizing, and managing processes & products in modern, data-driven organizations.
Relevant courses: **UX Analytics, Human Computer Interaction**, Search Engine Optimization, Machine Learning

Experience

SnapPea Design – UX/UI Design Intern   Sept 2023 – Dec 2023

- Led and executed strategic product design for SnapPea **design agency clients** to enhance usability, accessibility, and brand coherence, particularly for a geospatial data mapping platform.
- Drove design strategy by identifying high-impact improvements through data-driven research, using quantitative & qualitative data to solve problems aligning with both client & design objectives.

Jam City – UI/UX Design Intern   Jan 2023 – Apr 2023

- Led the end-to-end UI/UX design of 2 new game features for the **Harry Potter: Hogwarts Mystery** storyline expansion, launching to **50M+** existing players.
- Drove the alignment of UI/UX design with game mechanics, progression systems, and narrative elements, for cohesive gameplay.

Questrade – UX Design Intern   May 2022 – Aug 2022

- Pioneered the template UX design for new feature announcements on the Questrade web trading platform.
- Owned the UX design of the web platform discreet mode and dark mode, collaborating with visual and content designers on design execution.
- Launched the new features for **75000+ users**.

LCBO|next – UX/UI Designer   Sept 2021 – Dec 2021

- Spearheaded the design of a new intake and defect tracking platform for LCBO internal tools to streamline the user acceptance testing feedback cycle.

Community

UW Blueprint – VP of Design, Product Designer   Sept 2020 – Dec 2022

- Advocated for product design on an executive level, co-leading a design team of **16 product designers** across 5 project teams.
- Cultivated design culture and supported the growth of designers through running design team meetings, mentorship sessions, workshops, and socials.
- Created and maintained design systems and style guides to ensure accurate client brand representation.

Skills

Design methods – Interaction & Interface Design, Design Strategy, Analytics & User Experience, User Research
Design development – Figma, Python, Java, HTML, CSS, JavaScript, React, SQL, R