

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 – Candidate for BAsc, Management Engineering Expected graduation 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