

# Stacy Kwok

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## EXPERIENCE

### UX/UI Designer, SnapPea Design Agency

Sept 2023 – Dec 2023

Led and executed strategic product design for **3** clients, identifying high-impact improvements through data-driven research and analysis to enhance usability, accessibility, and brand coherence.

Achieved a **42%** decrease in user-reported issues post implementation of design changes, and a **28%** reduction in task completion time, for a geospatial data mapping platform client.

### UI/UX Design Intern, Jam City

Jan 2023 – Apr 2023

Spearheaded 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.

### UX Design Intern, Questrade

May 2022 – Aug 2022

Pioneered a new feature announcement design on the Questrade web trading platform, enhancing user satisfaction of learning and discovering new features by **52%**.

Owned the UX design of **2** new features for the Questrade web trading platform, collaborating with visual and content designers to launch the new features for **75000+** users.

### UX/UI Designer, LCBO

Sept 2021 – Dec 2021

Reduced the user acceptance testing feedback cycle time by **67%**, through designing a new intake and defect tracking platform for LCBO digital platforms.

### Vice President of Design, UW Blueprint

Sept 2020 – Dec 2022

Advocated for product design at the executive level, co-leading a team of **16** designers across **5** project teams, providing strategic and technical mentorship to designers on project teams.

Designed for **4** non-profit clients, building responsive design systems & style guides for brand representation.

## EDUCATION

### BASc, Management Engineering, University of Waterloo

Sept 2019 – Jun 2024

Designing, optimizing, and managing processes & products in modern, data-driven organizations.

**Skills** – Figma, Interaction Design, Interface Design, Client Presentations, Iterative Design, A/B Testing