Stacy Kwok

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

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, aligning with both client and design objectives.

Provided comprehensive high-fidelity design solutions and documentation, using quantitative & qualitative data to solve problems.

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.

Led user interviews and usability testing sessions, synthesizing data through creating user flows and journey maps.

Community

UW Blueprint
VP of Design
May 2022 – 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.

Education

University of Waterloo
Expected graduation
June 2024

Candidate for BAsc, Management Engineering, Computing Option Designing, optimizing, and managing processes & products in modern, data-driven organizations.

Relevant courses: **UX Analytics, Human Computer Interaction**, Search Engine Optimization, Advanced Machine Learning

Skills

Design methods

Interaction & Interface Design, Analytics and User Experience, User Research, Wireframing, Iterative Design

Design development

Python, Java, HTML, CSS, JavaScript, Figma