

Stacy Kwok

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

Experience	UX/UI Design Intern SnapPea Design Sept 2023 – Dec 2023	<ul style="list-style-type: none">Led and executed strategic product design for 3 clients, identifying high-impact improvements through data-driven research 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	<ul style="list-style-type: none">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.Drove UI/UX alignment with game mechanics, progression systems, and narrative elements for cohesive gameplay.
	UX Design Intern Questrade May 2022 – Aug 2022	<ul style="list-style-type: none">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 Design Intern LCBO Sept 2021 – Dec 2021	<ul style="list-style-type: none">Reduced the user acceptance testing feedback cycle time by 67% through designing a new intake and defect tracking platform for LCBO digital platforms.
Community	VP of Design, Product Designer UW Blueprint Sept 2020 – Dec 2022	<ul style="list-style-type: none">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 design systems and style guides for accurate brand representation.
Education	University of Waterloo Sept 2019 – Jun 2024	Bachelors of Applied Science in Management Engineering <ul style="list-style-type: none">Designing, optimizing, and managing processes & products in modern, data-driven organizations.Relevant courses: UX Analytics, Human Computer Interaction, Search Engine Optimization, Machine Learning
Skills	Design Methods	Interaction Design, Interface Design, Analytics, Accessibility, Design Strategy, User Research, User Testing
	Design Development	Figma, Design Systems, Component Libraries, HTML, CSS, JavaScript