Contact

www.linkedin.com/in/violetcwang
(LinkedIn)

Top Skills

Design Thinking
User Flows
Visual Design

Languages

English
Mandarin

Violet Wang

UX/UI Designer with a background in E-commerce.
Toronto, Ontario, Canada

Summary

Hello! I'm a Product Designer from Toronto!

I'm passionate about people and translating human understanding into software solutions to create impactful experiences for users. I thrive on making things that bring people joy and excitement.

I'm also a multi-disciplinary professional with strong Customer Service skills, who possesses advanced abilities in empathy, communication, and problem-solving. Currently going through a career shift into UX/UI Design as well as seeking employment that will allow myself to make a positive contribution to the company while further improving my current set of skills and experience.

Experience

FreshFind
Product Designer
February 2023 - Present (1 year 7 months)
Toronto, Ontario, Canada

• Conducted user interviews to gain insight on product improvements and product-market fit
• Redesigned the wireframes, prototypes for the homepage and the SaaS landing page

Custom Jewelry
Founder & Product Designer
October 2020 - December 2022 (2 years 3 months)
Toronto, Ontario, Canada

• Led product, design, and marketing strategy for a custom jewelry brand, generating a revenue of $120,000.
• Owned and managed our e-commerce site, optimizing user experience to enhance customer engagement and conversion rates.

The Chinese University of Hong Kong
UX Researcher
February 2021 - February 2022 (1 year 1 month)
Hong Kong, Hong Kong SAR

• Administered surveys, user interviews, and task analyses; collected and analyzed quantitative and qualitative data
• Implemented data-driven decisions to enhance the overall functionality and user experience of the student portal

OneClass
2 years 7 months

UX Designer
March 2020 - September 2020 (7 months)
Toronto, Ontario, Canada

• Guided research, consolidated data to prioritize opportunities and best growing a start-up company
• Developed interactional prototypes and verified assumptions through usability testing
• Collaborated with cross-functional teams on product progression initiatives

Educational Consultant
March 2018 - February 2020 (2 years)
Toronto, Ontario, Canada

• Interpreted data and qualitative client feedback, and created iterative improvements, increasing user satisfaction by 20%
• Collaborated with cross-functional teams on product iterations to achieve 95% client satisfaction.

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Education

BrainStation
Diploma Candidate, User Experience Design · (2022 - 2022)

Brock University
Master of Education - MEd

Harbin Normal University
Bachelor of Arts - BA, Educational Psychology