Stephanie Tsang

UX/UI Designer rooted in research and strategy. I bring ideas to life through humanized product interactions and strategic user experiences.

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📍 Toronto, ON

Experience

Product Designer

B2C e-commerce platform for South Asian brand retailer

Stitchology, June 2020 - Present

- Generating a 200% increase in customer conversions through a research-based feature recommendation
- Designing a research and testing plan to lead team through 40+ user interviews and testing sessions
- Reducing customer fulfillment time by 67% through a simplified B2C platform

UI Designer

Design system and website for B2C subscription startup

ParentHero, December 2020 - Present

- Standardizing designs through the implementation of a visual design system
- Redesigning website with key engagement strategies identified from research and best practices
- Building a library of 50+ relevant design patterns in online education for team's visual inspiration and ideation

UX Designer

Design system and website educating on social justice reform

Develop for Good, October 2020 - Present

- Generating a 71% increase in brand mission recognition through A/B testing and improved information architecture
- Adapting design process to collaborate with development team and product lead in an agile environment
- Creating a comprehensive design system and report for client's future independent maintenance

Assistant Manager

Unionville Health Centre, July 2018 - December 2020

- Increased team's efficiency by 50% through streamlining admin procedures
- Generated a 22% increase in user engagement with editorial content for monthly newsletters
- Collaborated with doctors, insurance companies, and lawyers to manage and create 50+ patient treatment plans

Education

Certification in UX/UI Design
DesignLab, May 2020 - Dec 2020

Bachelors of Health Sciences
Western University, 2014-2018

Personal Projects

Medical Content Writer
Researched and wrote editorial content from peer-reviewed journals, gaining 3000+ unique reads and shares

Unionville Website Redesign
Redesigned website and content, leading to a 120% increase in site visitors in 1 month

Skills

Qualitative & Quantitative Research
User Research
Secondary Research
Interaction Design
Information Architecture
Content Copywriting
Wireframing
Prototyping
Usability Testing
Design Systems

Tools

Figma   Zeplin
Adobe XD   Illustrator
Sketch   Photoshop
HTML5   inVision
CSS3