


Stephanie Tsang

Product Designer

3 Reasons

why I'd be a great fit at Perpetua

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 Toronto, ON.

Data-driven problem solving

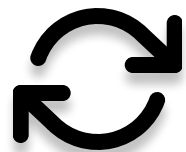
What Perpetua needs:

Product designer who completely rethinks how complex cross-channel advertising campaigns are monitored and managed



**I lead research and testing at
Stitchology.**

Synthesizing the priority 3 pain points serves as a focal point for our team's problem statement and ideations.



**Iterative approach for improving
product solutions**

My team and I collaborated to provide actionable recommendations to pivot the product's key task flows. This resulted in a 200% increase in customer conversions pre-launch!

Cross-collaborative teamwork

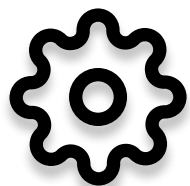
What Perpetua needs:

Work with the product manager to turn broad conceptual ideas into practical, elegant solutions



I design in lean environments with the development team

At Develop for Good, we ideate solutions together and then work in parallel to ensure a steady output of product.



I've built design systems for visual consistency and efficiency

As the solo designer at ParentHero, I collaborate with the development team to add the design components and code to build the design system.

Management experience

What Perpetua needs:

Take full ownership over
designing the web and
native mobile
applications



Identify design opportunities from user & business perspectives

In my previous role, I increased team efficiency by 50% through improving communication, re-defining processes, and identifying employee frustrations and redundancies.



Project management prioritization

Over the past year, I've continued to work with previous clinic team to complete projects while in school and working with startup teams part time.

Bonuses of why I'm a great candidate



Work experience in healthcare

I've worked closely with high powered individuals like doctors, lawyers, and insurance adjudicators to meet patient needs and achieve goals.



High ROI with independent work

A redesign project for a local clinic led to a 120% increase in site traffic in one month.



Self taught for front-end fluency

By understanding the feasibility and constraints of my designs, I have faster design cycles and product deliveries working with engineers.

Thanks for your time

and stay safe!

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