Stephanie Tsang is a UX generalist with knowledge in front-end development. She views design problems as opportunities to humanize product experiences and reduce user blame.

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Experience

UX Designer

Stitchology, June 2020 - Present

- Design and deliver an e-commerce platform solving the issue of ill-fitting South Asian clothing
- Lead and synthesize 40+ user research data to address top pain points and needs within 90% of target customers
- Implement design decision with active communication and involvement with the stakeholder to balance business and user goals
- Participate in weekly meetings to present and recommend actionable opportunities from ongoing market research, user research, and usability testing

UX Designer

Police Unions Exposed, October 2020 - December 2020

- Worked with a design team to create a responsive campaign website for a non-profit
- Adapted design team's process for an agile environment to effectively collaborate with developers
- Initiated the creation of a comprehensive design system and report for client's independent maintenance
- Validated design decisions through A/B and usability testing, generating a 71% positive response

Assistant Manager

Unionville Health Centre, July 2018 - December 2020

- Streamlined admin procedures, resulting in a 50% increase in efficiency and deliverables
- Developed and managed editorial content for monthly newsletters, generating an 22% increase in user engagement
- Responsible for maintaining liaison relationship with insurance companies and lawyers for patient needs
- Managed and trained a team of admin staff to deliver consistent patient-centric customer service

Education

Certification in UX/UI Design
DesignLab, 2020 (440+ hours)

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

Personal Portfolio
Custom designed and coded website from scratch

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

Skills

User Research
Market Research
Interaction Design
Information Architecture
Content Copywriting
Prototyping
Usability Testing
A/B Testing
HTML5
CSS3