

# Stephanie Tsang

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Product Designer

**3 reasons**  
why I'd be a great fit at BioRender

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📍 Toronto, ON.

# Data-informed problem solving

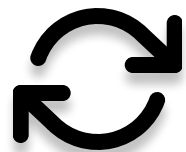
What BioRender  
needs:

Faciliate product  
decisions and identify  
opportunities through a  
deep understanding of  
business objectives and  
actionable customer  
insights



**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 implement research-based  
feature recommendations to pivot the product's key task  
flows. This resulted in a 200% increase in customer  
conversions pre-launch!

# Cross-functional collaboration

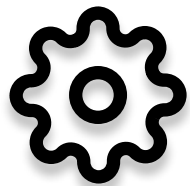
What BioRender needs:

Thrives in a fast-paced environment and works in cross-disciplinary teams to turn complex concepts into visuals



**I design in agile 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 BioRender  
needs:

Develop a system for  
aggregating UX data, and  
overseeing the creation  
and communication of  
weekly and quarterly  
research summaries



## 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

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## 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

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and stay safe!

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