

# Stephanie Tsang

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UX/UI Designer

## 3 Reasons

why I'd be a great fit at PC Express

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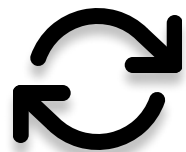
# Data-informed problem solving

The PC Express need:  
Generating hypotheses  
and assumptions ready  
for validation, and  
organizing/interpreting/  
using data to make  
design decisions



**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

The PC Express need:  
Value everyone's perspective and help people understand the full context of the problem, opportunity, and solution



**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

The PC Express need:

Systems thinker who thinks beyond screens to understand the broader context of customers and businesses that influence UX design decisions



## 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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