

# Stephanie Tsang

**Product Designer** rooted in research and strategy. I bring ideas to life through humanized product interactions and strategic user experiences.

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## Experience

### UX designer

*Wagepoint, February 2021 - Present*

**SaaS payroll design for B2B Canadian & U.S. small businesses**

- Redesigning end-to-end application to improve user interactions, payroll compliance, and implement competitive features
- Led product team in the redesign of back-end application, resulting in 30+ refined features across departments
- Created template for functional specifications that led to a 40% increase in efficiency for developer hand-off

### Product designer

*ParentHero, December 2020 - Present*

**SaaS design for B2C & B2B parental healthcare education**

- Designing and harmonizing 3 different SaaS experiences for 3 main target users (parents, therapists, employers)
- Creating a comprehensive design system for visual standardization, leading to 15% in developer efficiency

### Product designer

*Stitchology.ai, December 2020 - January 2022*

**SaaS design for B2B e-commerce data analytics**

- Designed end-to-end software with an emphasis on complex data visualization for users
- Worked directly with stakeholders to establish visual style guides for branding
- Generated a 200% increase in customer conversions through research-based feature recommendations

### Product designer (volunteer)

*Spelling Bee of Canada, February 2021 - Present*

**Responsive website redesign for non-profit organization**

- Cross-functionally collaborating with developers to redesign website with improved experience and branding
- Led and defined user research to identify and prioritize current frustrations within 90% of target users
- Building design system in conjunction with developers to establish visual guidelines and responsive behaviour

## Education

### Certification in UX/UI Design

*DesignLab, May 2020 - Dec 2020*

### Bachelors of Health Sciences

*Western University, 2014-2018*

## Personal Projects

### World Health Organization (WHO)

Designed a research plan to identify target user needs across low income countries for mobile app designed to track sanitation

### Medical content writer

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

### Rehab clinic website redesign

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

## Skills

Qualitative & quantitative research

Primary & secondary research

Interaction design

Information architecture

Content copywriting

Visual & user interface design

Wireframing & prototyping

Usability testing

Design systems

Functional specs. documentation

## Tools

Figma      Zeplin

Adobe XD      Illustrator

Sketch      Photoshop

HTML5      inVision

CSS3      Framer