

Stephanie Tsang

Product Designer

3 reasons
why I'd be a great fit at BrokerBay

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📍 Toronto, ON.

Data-informed problem solving

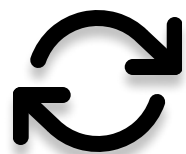
What BrokerBay
needs:

Brainstorm, design, and
develop entirely new
products and features
from ideation to
completion



**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

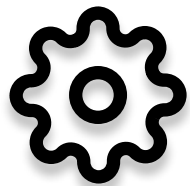
What BrokerBay needs:

Collaborate with engineers, refactor older designs to be in line with our new design systems, and build prototypes to tackle UX problems



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 BrokerBay
needs:

Bold innovation,
obsession with quality,
fearlessness, and
optimism to be inspired
by the unknown



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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