

Stephanie Tsang

UX/UI Designer

3 Reasons

why I'd be a great fit at Kira Systems

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📍 Toronto, ON.

Data-informed problem solving

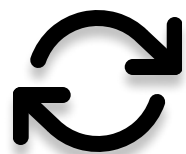
What Kira needs:

Product designer who leads the end to end design process and strives to understand users through data and feedback



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

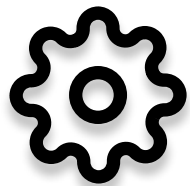
What Kira needs:

Collaborate to scope features and design feasibility, ensure design document for devs, and contribute to design system for coherence



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

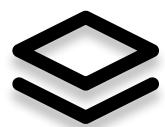
What Kira needs:

Work with PMs and engineering to provide input on our roadmap while advocating for good design practices, useful tools, and industry standards



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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