STEPHANIE TSANG

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

🔗 stsangg.github.io
✉ scytsang42@gmail.com
📞 647-993-0796
📍 Toronto, ON

EXPERIENCE

Level II Product Designer

Wagepoint | February 2021 - Present

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

- Redesigning end-to-end software to improve user interactions, payroll compliance, and implement competitive features
- Lead redesign of the internal back-end system in collaboration with executives to support the customer-facing product and improve business metrics
- Contribute to the build and maintenance of the design system components and documentation
- Created internal template for functional specifications, leading to 40% efficiency increase in development hand-off

Product Designer

TryMyUI | April 2022 - Present

Web SaaS design providing remote usability testing

- Lead the design of new features highlighting website visitor tracking and analytics
- Collaborate with designers and developers in building a design system with accessibility and responsiveness
- Conduct usability testing and analyze results using SUS scores and surveys to provide actionable recommendations

Product Designer

ParentHero | December 2020 - April 2022

SaaS design for B2C & B2B parental healthcare education

- Designed and harmonized 3 different platforms to serve various target users (parents, therapists, employers)
- Created a comprehensive design system for visual standardization, leading to 15% in developer efficiency

UX Designer (Volunteer)

Spelling Bee of Canada | February 2021 - Present

Responsive website redesign for non-profit organization

- Collaborated with designers and developers to redesign legacy website with improved exprience and branding
- Led and defined user research to address usability and site architecture frustrations within 90% of target users
- Collaborated with QA in designing 15+ test cases for functional and visual checks across devices and screen sizes

EDUCATION

Certification in UX/UI Design
DesignLab, May 2020 - Dec 2020

Bachelors of Health Sciences
Western University, 2014-2018

PERSONAL PROJECTS

Stitchology
Generated a 200% increase in customer conversions through research-based feature recommendations

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

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

SKILLS

Primary & Secondary Research
Interaction Design
Information Architecture
UX Copywriting
Wireframing
Visual & User Interface Design
Prototyping
Usability Testing
Design Systems
Functional spec. documentation

TOOLS

Figma	Zeplin
Adobe XD	Illustrator
Sketch	Photoshop
HTML5	inVision
CSS3	Framer