





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

Level I Product Designer

Enterprise payroll software for Canada & U.S. small businesses
Wagepoint, February 2021 - Present

- Redesigning end to end application for improved user flows, features, and payroll compliance
- Successfully handed off 8 projects in 3 months, surpassing product roadmap expectations ahead of time
- Collaborate with development team to document product requirements for an efficient hand-off and implementation

Product Designer (Volunteer)

Responsive design and improved experience of website
Spelling Bee of Canada, February 2021 - Present

- Work cross-functionally with design and development team to redesign website for improved branding and experience
- Assisted in 15+ quality analysis checks for consistent design and experience across various screen sizes and devices
- Designed and analyzed research findings for 12 target users to assess usability and improvement of MVP, post-launch

Product Designer

SaaS design for B2C & B2B healthcare education startup
ParentHero, December 2020 - Present

- Translate user flows to visual designs through secondary research and active client communication and prioritization
- Redesign MVP website with key engagement strategies identified from research and best practices
- Standardize visual & development designs through the implementation of a comprehensive design system library

Product Designer (Volunteer)

Mobile app design tracking sanitation in low income countries
World Health Organization, January 2021 - March 2021

- Collaborated with designers at FAANG companies to design a research and testing plan to be used across 3 countries
- Met 100% of client's priority goals 1 month ahead of schedule when redesigning the end to end app experience
- Initiated the creation and upkeep of a design system for client's future independent maintenance

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

Qualitative & Quantitative Research
Primary & Secondary Research
Interaction Design
Information Architecture
Content Copywriting
Wireframing
Visual Design
Prototyping
Usability Testing
Design Systems

Tools

Figma	Zeplin
Adobe XD	Illustrator
Sketch	Photoshop
HTML5	inVision
CSS3	