Stephanie Tsang

is a UX generalist. She views design problems as opportunities to humanize product experiences and reduce user blame.

🔗 stsangg.github.io

✉ scytsang42@gmail.com

📞 647-993-0796

📍 Toronto, ON

Experience

UX Design Lead
Stitchology, June 2020 - Present

- Design and deliver a B2C e-commerce platform solving the issue of ill-fitting South Asian clothing
- Lead and define 40+ user research data to address top pain points and needs within 90% of target customers
- Implement design decision with active communication with the stakeholder to balance business and user goals
- Present and recommend actionable opportunities in weekly meetings from market & user research and usability testing

UX Designer
ParentHero, December 2020 - Present

- Build and maintain design system for early-on visual consistency and reduced design debt for B2C startup
- Research and compile library of 50+ design patterns from direct & indirect competitors in the online education space

UX Designer
Police Unions Exposed, October 2020 - Present

- Adapt design process in agile framework to work with developers to create a responsive website for a non-profit
- Initiate the creation of a comprehensive design system and report for client's independent maintenance
- Validate design decisions through A/B and usability testing, generating a 71% positive response

Assistant Manager
Unionville Health Centre, July 2018 - December 2020

- Streamlined admin procedures, resulting in a 50% increase in efficiency and deliverables
- Developed and managed editorial content for monthly newsletters, generating an 22% increase in user engagement
- Responsible for maintaining liaison relationship with insurance companies and lawyers for patient needs

Education

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

Bachelors of Health Sciences
Western University, 2014-2018

Personal Projects

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

User Research

Market Research

Competitive Analysis

Interaction Design

Information Architecture

Content Copywriting

Wireframing

User and task flows

Prototyping

Usability Testing

A/B Testing

Design documentation

HTML5

CSS3