Susan Giang

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EXPERIENCE

Product Designer — Yelp

01/2021 – Present

Driving consumer growth through experimentation of new levers and user segments such as gamification and homeowners by re-imagining Yelp's core experiences.

Freelance Product Designer

06/2020 – 12/2020

Reimagined the Cart experience of large Canadian retailer's e-commerce platform.

Translated wireframes into elegant hi-fidelity designs, keeping scalability and reusability at top of mind for future phases of work

Product Designer — Opencare

01/2020 – 03/2020

Develop deep understanding of patient and practice pains through user research and identified key areas of improvement as part of the Growth team.

Data-driven design of experiments with the goal of expanding bottom of funnel and improve the scheduling experience for patients and practices.

Visual Designer — Fjord

08/2018 – 12/2019

Crafted the future state of shipment request handling for a US Fortune 500 transportation company; Iteratively generated concepts, wireframes, and visual design.

Translated requirements into userflows, wireframes, and detailed designs as part of a modernization effort for a leading financial institution in Canada.

Researched, ideated, and prototyped to define and envision the future state of the credit card application process.

Product Design Intern

2015 - 2017

Companies: **IBM**, **AIR MILES**, **Sprout at Work**, **Intersect**

Designed mobile and web experiences for large enterprises, startups, and design agencies through various 4-month internships during undergrad.

SKILLS

User research
Interaction design
Visual design
Wireframing
Rapid prototyping
Usability testing
Illustration
HTML/CSS

TOOLS

Sketch
Figma
InVision
Abstract
Principle
Adobe Creative Suite

EDUCATION

University of Waterloo

12/2012 – 04/2018

Bachelor of Applied Science
Systems Design Engineering
Class of 2018

INTERESTS

Illustration, Animal Crossing, houseplants, travelling