Susanna Park

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Experience

Lead Product Designer (May 2021-Present)
Analegy.Ai
- Establishing and managing the Service Design function to reinvent the onboarding process for new clients; reducing client drop-off at the onboarding step and increasing conversion by 50%
- Led design at Analegy.Ai, building and owning the design team/processes end-to-end and from the ground up
- Refining internal project management functions by identifying inefficiencies in current processes and tools, reducing consultants throughput time by 33%
- Conducting user research through user interviews, contextual inquiries, competitive analysis and user surveys to diagnose root causes/user & business pain points

UI Designer (April 2021)
Spotter (Hackathon)
- Designing and building a responsive website from scratch in 48 hours for a hackathon
- Main Role: UI Designer
- Main Duties: User Flows, Lo-Fi Wireframes, Hi-Fi Wireframes, Style Guide, Prototyping
- Method: Agile Scrum using Trello and a lean UX approach to design an MVP
- Working cross-functionally by collaborating with full-stack developers and UX designers

Bilingual Policy Administrator (2018-2020)
CPA Professional Liability Plan Inc. (CPA Canada)
- Delivered client documents such as quotations, policy endorsements and COI
- Account manager for high priority/high-value clients (deliverable directly to Underwriting Program Manager/CEO), with client premiums exceeding $100,000
- Managed and provided superior levels of client service to meet Quebec CPA stakeholders' business needs
- Collaborated cross-functionally with different departments such as the Underwriting team, the Claims team, and the Accounting/Finance team
- Represented CPA PLI publicly, as the voice actor for the Interactive Voice Response

Bilingual Coordinator (2017-2018)
OMERS
- Demonstrated strong stakeholder, shareholder, and client management skills by acting as the first point-of-contact for any person(s) seeking business with OMERS
- Spearheaded bilingual administrative and clerical/customer support
- Worked cross-functionally with many teams as well as various OMERS divisions including Oxford properties, OMERS Capital Market and Boreali

Education

General Assembly (2021)
UX Design Immersive, Certificate

York University (2012-2017)
International Bachelor of Arts (i.B.A), Trilingual, International Studies

Université du Québec à Trois-Rivières (2015)
French Studies

Skills

User Research
Contextual Inquiry
User Interview
Competitive Analysis
Card Sorting
User Journey Mapping
User Flows
Information Architecture
Wireframing
Interaction Design
Responsive Web Design
Rapid Prototyping
Usability Testing

Software

Figma
Sketch
Adobe XD
Invision Studio
Photoshop
Illustrator
InDesign
After Effect
Premiere Pro
Miro
Whimsical
Microsoft Office
Google Suite

Languages

HTML
CSS
Bootstrap
Javascript
English
French