

Heidi Wang

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Experience

Junior Product Designer / GrantMe Feb 2022 - Present

Led the end-to-end design process of our education consulting platform, championing design thinking while delivering outcomes in a fast-growing startup

- Researched & designed a new dashboard that increased usage by 20%
- Led workshops with stakeholders (Developers, CEOs, marketing, etc.) to understand strategy, cross-team needs, brainstorm ideas, gain buy-in, and get feedback
- Made design decisions based on user research, testing, and existing data

UX Designer / Honeybee Jan 2021 - Apr 2021

Led the design of 4+ desktop and mobile features, using lean-UX principles to release new features quickly and grow our core product.

- Increased revenue by 100% with pricing page design
- 87% completion rate with new onboarding flow
- Created interactive prototypes, user flows, and consulted existing interview & survey data to design new features

QA Analyst / Digital14 Sep 2019 - Aug 2020

Interviewed future employees and created UX test cases on our cyber security product.

- Gave actionable feedback and reviewed UX specs
- Created 200+ test cases with an emphasis on UX

Projects

UX Design & Research / SmartRead Sep 2018 - Apr 2019

Created personas, user flows, interactive prototypes, and conducted interviews & testing workshops for a fake news detector app. Earned 2nd place at IBM CSC318 Student Design Competition.

Education

BSc Cognitive Science & Psychology

Sep 2016 - Aug 2021
University of Toronto

Skills

UX Design

Figma
Hi-fi/lo-fi prototypes
User flows
Journey mapping
Personas

UX Research

Surveys
Interviews
Testing sessions
Guerilla research

Soft Skills

Self starter
Manages up
Flexible
Strategic thinker
Detail-oriented