Heidi Wang

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Skills

UX Design

Figma
Hi-fi/Lo-fi Prototypes
User Flows
Journey Mapping
Personas

UX Research

Surveys
Interviews
Testing workshops
Competitive benchmarking

Front End

CSS
HTML
React.js

Back End

Java
Python
Git

Experience

UI/UX Designer / Honeybee Hub
Jan 2021 - Apr 2021

Led the design of 4+ desktop and mobile features, communicating effectively with stakeholders throughout.

- Increased revenue by 100% with pricing page design
- Increased signups by 1000+ with new onboarding flow
- Created interactive prototypes, user flows, and consulted interview & survey data to design new features

Design-Lead / SprintUofT
Oct 2020 - Apr 2021

Ensured all designs adhered to target audience and club needs.

- Designed desktop and mobile landing page
- Led meetings to onboard new members

QA Analyst / Digital14
Sep 2019 - Aug 2020

Interviewed and contributed to the evaluation of future employees. Led test case creation and tested our cyber security product.

- Designed interview flow and questions
- Empathized with our users to create 200+ test cases

Projects

Design & Front-end / Judgement!
Jun 2020 - Aug 2020

Developed and designed a cyberpunk themed web-app using CSS, HTML, and React.js

UX Design & Research / Smart Read
Sep 2018 - Apr 2019

Created user personas, flows, paper prototypes, and conducted user interviews and testing workshops to design 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