Heidi Wang

Product Designer

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Skills

UX Design

Figma
Hi-fi/lo-fi prototypes
User flows
Journey mapping
Design Sprints

UX Research

Surveys
Interviews
User testing sessions
Guerilla research

Soft Skills

Self starter
Manages up
Flexible

Education

B.Sc. Cognitive Science & Psychology

Sep 2016 - Aug 2021
University of Toronto

Experience

Product Designer / GrantMe   Feb 2022 - Present

- Owned the **end-to-end design process** and translated complex processes into **intuitive** experiences
- Re-designed the home dashboard of our **responsive web-app** - increased dashboard engagement by 300%
- Led design reviews and workshops to **collaborate** with engineers, product managers, and other stakeholders
- Designed user-centered solutions by creating and executing **user research sessions, test plans, surveys**, and consulting data platforms (Ex. Google Analytics)
- Managed and built onto the **design system**

UX Designer / Honeybee Hub   Jan 2021 - Apr 2021

- Designed a profile builder for an **SaaS website** and **app**, with an 87% completion rate
- Decreased communication barriers between engineering and design, resulting in fewer QA iterations
- Created interactive **prototypes**, user flows, and consulted existing data to design new features

Projects

Author / Medium   Nov 2022 -Present

Shared articles on learnings as a **solo product designer** at fast-paced startups. Published articles to Bootcamp, a publication by UX Collective with 30k+ followers

UX Designer / SmartRead   Sep 2018 - Apr 2019

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