

Heidi Wang

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Experience

Product Designer / GrantMe

Feb 2022 - Present

Led the design process to solve student & business problems for our education consulting web-platform.

- Designed a dashboard that increased CTR by 20%
- Led workshops with developers, CEOs, and marketing to align on strategy, cross-team needs, crowd source ideas, gain buy-in, and other collaborative work
- Synthesized actionable design insights from qualitative and quantitative user research, testing, and existing data

UX Designer / Honeybee Hub

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 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