

Heidi Wang

w-heidi.com | heidihwang8@gmail.com | linkedin.com/in/w-heidi



Skills

UI/UX Design

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

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 over 4+ high-impact features on Honeybee, stabilizing our revenue and increasing our signups by 1000+. Designed for both mobile and web, communicating effectively with stakeholders to efficiently finish each project.

Design-Lead | SprintUofT

Oct 2020 - Apr 2021

Designed the SprintUofT desktop and mobile landing page. Initiated and led meetings to onboard new members.

QA Analyst | Digital 14

Sep 2019 - Aug 2020

Took a decisive role in our hiring process, interviewing and designing the interview questions and flow for future employees. Empathized with our users to create over 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

Designed and presented a Hi-Fi prototype that detects fake news. Won 2nd place at a UX competition judged by IBM design experts. Created user personas, flows, paper prototypes, and conducted user interviews and testing workshops to refine our app.

Education

BSc Cognitive Science & Psychology

Sep 2016 - Aug 2021

University of Toronto