Heidi Wang

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Experience

Junior UI/UX Designer / GrantMe
Feb 2022 - Present

Led and advocated for the design process of new features on our core education consulting product.

- Designed and tested 3+ features and landing pages
- Collaborated with developers, managers, and our CEO to solicit feedback, brainstorm, and implement designs
- Led our brand update initiative and updated our digital experiences across all customer touchpoints
- Created user flows, surveys, interactive prototypes, and conducted user interview and testing sessions

UX Designer / Honeybee
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
- 87% completion rate with new onboarding flow
- Created interactive prototypes, user flows, and consulted 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 feedback and reviewed UX specs
- Created 200+ test cases with an emphasis on UX

Projects/Freelance

Icon Designer / Freelance
Jan 2022 - Present

Designed and sold icons based on client goals.

UX Design & Research / Smart Read
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

Front End
CSS
HTML

Back End
Java
Git