

# Heidi Wang

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## Experience

### 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

### Design-Lead / SprintUofT

Oct 2020 - Apr 2021

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

### QA Analyst / Digital14

Sep 2019 - Aug 2020

Interviewed future employees, reviewed UX specs, created and improved UX test cases, and tested our cyber security product.

- Designed interview flow and questions
- Gave feedback and reviewed UX specs
- Created 200+ test cases with an emphasis on UX

## Projects/Freelance

### Icon Designer / Freelance

Jan 2022 - Present

Worked with clients to design icons that matched their needs

### 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 workshops

### Front End

CSS  
HTML

### Back End

Java  
Git