

# Heidi Wang

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## Experience

### Junior UI/UX Designer / GrantMe

Feb 2022 - Present

Owned the research, design, testing, and QA process of new features on our core education consulting platform.

- Collaborated with the Student Success team to support and drive consistency across our physical & digital experiences
- Led meetings with Engineering, CEO, Product, and Marketing teams to gain buy-in, get feedback, and generate alignment
- Gained design insights through student interviews, testing sessions, surveys, google analytics, screen recordings, and other data collection tools

### 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