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