

# Heidi Wang

[w-heidi.com](http://w-heidi.com) | [heidihwang8@gmail.com](mailto:heidihwang8@gmail.com) | [linkedin.com/in/w-heidi](https://linkedin.com/in/w-heidi)



## Skills

### UX Design

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

### UX Research

Surveys  
Interviews  
Testing workshops  
Competitive benchmarking

### 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 4+ desktop and mobile features, communicating effectively with stakeholders throughout.

- Increased revenue by 100% with pricing page design
- Increased signups by 1000+ 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, led test case creation, and tested our cyber security product.

- Designed interview flow and questions
- Empathized with our users to create 200+ test cases

## Projects/Freelance

### Icon Designer / [Freelance](#)

Jan 2022 - Present

Designed and sold icons

### 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