

Heidi Wang

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Education

Cognitive Science & Psychology

Sep 2016 - Aug 2021
University of Toronto

Skills

UI/UX Design

Figma

Hi-fi/Lo-fi Prototypes

User Walkthroughs

Journey Mapping

Personas

Front End

CSS

HTML

React.js

Back End

Java

Python

Git

Experience

UI/UX Research and Design Honeybee Hub

Jan 2021 - Apr 2021

- Designed, researched, and shipped 4 new features to the Developer team within 4 months
- Communicated effectively with Marketing and Developer team to design, present my designs, and review and advocate for our users on new designs
- Proposed ideas and areas of improvement for our product based on survey responses and Intercom questions from our users

Tech Team Co-Lead SprintUofT

Oct 2020 - Aug 2021

- Developed and designed Sprint UofT main website
- Lead meetings with developers to implement main website

QA Analyst Digital 14

Sep 2019 - Aug 2020

- Created over 200 user test cases by empathizing with our users
- Interviewed potential employees and assisted the interview process and questions
- Reported 70+ server and client side bugs using root cause analysis

Projects

Judgement!

June 2020

- Developed and designed the front end UI of a web-app using CSS, HTML, and React.js

Smart Read

Sep 2018

- Created and designed a Hi-fi app prototype using the iterative design process
- Placed 2nd at a UX design competition judged by design experts from IBM
- Conducted one-on-one interviews, created online surveys, and worked closely with testers for user research