

Heidi Wang

Product Designer

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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

UX Research

Surveys

Interviews

Testing sessions

Jobs To Be Done framework

Guerilla research

Personas

Soft Skills

Self starter

Manages up

Flexible

Strategic thinker

Strategic thinker

Experience

Product Designer / GrantMe Feb 2022 - Present

- Designed features that translated complex processes into intuitive experiences for students pursuing higher education, including a responsive university budget calculator with an initial completion rate of 80%
- Re-designed the home dashboard of our web-app, increasing engagement from 9% to 30%
- Led and initiated design reviews, workshops, and sprints to collaborate with engineers and other stakeholders
- Executed user interviews and testing sessions to drive insights and iterate on designs
- Managed and built onto the design system

UX Designer / Honeybee Hub Jan 2021 - Apr 2021

- Designed a profile builder with an 87% completion rate
- Decreased communication barriers between engineering and design, resulting in fewer QA iterations
- Created interactive prototypes, user flows, and consulted existing interview & survey data to design new features

QA Analyst / Digital14 Sep 2019 - Aug 2020

- Created test cases based on how users would use our cyber-security focused communications mobile app
- Gave actionable feedback based on use cases

Projects

Author / Medium Nov 2022 -Present

Shared articles on learnings as a product designer at fast-paced startups. Published articles to Bootcamp, a publication by UX Collective with 30k+ followers

UX Designer / SmartRead Sep 2018 - Apr 2019

Created personas, user flows, interactive prototypes, and conducted interviews for a fake news detector app. Earned 2nd place at IBM CSC318 Student Design Competition.