

Heidi Wang

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Experience

Junior UI/UX Designer / GrantMe Feb 2022 - Present

Currently I lead and execute the design process to implement new features on our education consulting platform.

- Collaborated with Engineering, CEO, Product, and Marketing teams to gain buy-in, get feedback, and generate alignment
- Gained design insights through synchronous and asynchronous research methods
- Consistently question product processes to level-up design within the organization

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

UX Design & Research / SmartRead 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
Guerilla research

Soft Skills

Self starter
Manages Up
Flexible
Strategic Thinker