Heidi Wang

Product Designer

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Experience

Product Designer
GrantMe

Feb 2022 - Present

- Increased engagement of our dashboard from 9% to 30% with a complete redesign
- Led problem-solving meetings with **cross-functional team members** to inform company-wide decisions, **increased UX maturity level** of company from 2 to 3
- **Expedited wireframe** creation by managing and adding to the **design system**
- Reduced developer re-work by driving internal and external **interviews** to deeply understand the problem
- Condensed solution ideation meetings from 60 to 30 mins by leveraging **user flows** based on **user research** I conducted
- Rapidly delivered a new feature in 3 weeks through **early collaboration with developers**
- Increased close rate from 10% to 30% by collaborating consistently with a team to design slides and other visual assets to support sales calls

UX Designer
Honeybee Hub

Jan 2021 - Apr 2021

- Designed a profile builder for an SaaS website and app with an 87% completion rate
- Decreased QA rounds by holding office hours for developers
- Led **design reviews** and workshops to **collaborate** with engineers, product managers, and other stakeholders
- Created i**nteractive prototypes**, user flows, and consulted existing data to design new features

Projects

Design Articles
Medium

Nov 2022 - Present

Published startup design articles to Bootcamp, a publication with over 30k+ followers

Product Designer (Consultant)
Spearmint

Nov 2022 - Sep 2022

Created and consulted on the MVP prototype for a Crypto Fraud Chrome extension

UX Designer
SmartRead

Sep 2018 - Apr 2019

Earned 2nd place at an IBM Student Design Competition. Ensured our mobile app was usable and relevant through user testing and user interviews

Education

B.Sc. Cognitive Science & Psychology   Sep 2016 - Aug 2021

University of Toronto

Skills

Hi-fi/lo-fi prototypes • Wireframing • User flows • Journey mapping • Design sprints • Surveys • Interviews • User Testing sessions • Guerilla research • Action-biased • Self starter • Manages up • Flexible • Optimistic • Problem solver • Empathetic