

Heidi Wang

Product Designer

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Biography

Product Designer with 2+ years of experience driving the end-to-end design process in fast-paced environments. Key achievements include increasing user engagement by 21% through dashboard redesign and advancing my company's UX maturity level from 2 to 3 by collaborating with diverse stakeholders. I'm passionate about impactful designs that make a difference!

Experience

Freelance Designer

Jun 2024 - Present

- Led design reviews with key stakeholders to drive the design of a 5 page marketing website from concept to launch

Product Designer

Feb 2022 - May 2024

GrantMe

- Condensed solution ideation meetings from 60 to 30 mins by leveraging **user flows** based on **user research sessions** that I led and **storytelling techniques**
- **Led design sprints** to enhance UX maturity and **reduce rework**, resulting in an increase in dashboard engagement from 9% to 30%
- Reduced **wireframe** creation by 3 hours by managing our **design system**
- **Adapted quickly** to changing project requirements by **initiating syncs** with key stakeholders and leveraging risk-analysis evaluations
- Leveraged **storytelling** and communication skills to gain stakeholder buy-in
- Delivered internal tool improvements in 1 week by **initiating research conversations** with internal team members and making **smart design trade-offs**
- **Adapted quickly** to changing constraints by initiating syncs with key stakeholders

UX/UI Designer

Jan 2021 - Apr 2021

Honeybee Hub

- 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 **interactive prototypes**, user flows, and consulted data to design new features

Projects

Design Articles

Nov 2022 - Present

[View articles on Medium](#)

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

UX Designer

Sep 2018 - Apr 2019

SmartRead

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

Interactive prototypes • Wireframing • User flows • UI design • Customer interviews • Collecting feedback • Interactive Prototypes • Journey mapping • Design sprints • Enterprise tool design • Surveys • Interviews • User testing sessions • Guerilla research • Self starter • Manages up • Flexible • Collaborative • Problem solver • Empathy • Critical thinking • Growth Mindset