

HELENA WAN

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UI/UX & Product Designer (No sponsorship required)

444 Warren St, Jersey City, NJ, 07302

Work Experience

Product Designer, Caco Club App

New York, Sep 2023 — Present

- Lead a design team in creating an innovative Pokémon card trading app from scratch
- Facilitate weekly updates with the management team for ongoing alignment and feedback
- Conduct comprehensive user research, engaging with over 30 Pokémon TCG players, and analyzed data from 100+ user surveys, resulting in a meticulously polished app flow and experience
- Refine 200+ wireframes and prototypes using Figma, iterating based on user feedback

Product Design Intern, Bogoo Dating, <https://www.bogoo.app>

New York, Sep 2022 — Aug 2023

- Conducted comprehensive user research, analyzing data from 300+ surveys and interviews, identifying key areas for improvement in the user experience flow
- Proactively communicated design proposals to the team, ensuring alignment with regular updates
- Revamped visual standards and updated the style guide to achieve a refined user interface
- Executed 60+ usability tests, gathering valuable insights for iterative design improvements
- Led the delivery of exceptional design refinements, consistently achieving an impressive 50% seven-day user retention rate

Project Experience

UI/UX Design Intern, Industry Project, Client: KPMG Ignition

Vancouver, BC, Canada, May 2022 — Aug 2022

- Led the team in the design of an immersive AR web app for KPMG Ignition office tours using Figma
- Collaborated effectively with cross-functional teams and maintained consistent client communication
- Conducted over 160 rounds of user interviews, agile prototyping, and A/B testing, resulting in a final prototype that earned an official commendation from clients
- Contributed to front-end development tasks, ensuring pixel-perfect implementation and enhancing the overall performance of the web app

UI System Design Intern, Industry Project, Client: CyberPatient-CanHealth International

Vancouver, BC, Canada, Jan 2022 — Apr 2022

- Led team designing Unity-based 3D healthcare platform's design system
- Effectively communicated design approaches and technical details to the client every week
- Enhanced the design system with newly created UI assets and documentation for internal teams
- Significantly improved design and usability through 25+ rounds of user interviews and testing, resulting in an outstanding 93% user satisfaction rate
- Provided guidance to the engineering team, resulting in a reduction of design-related bugs and issues

Education

Master of Digital Media (MDM), The University of British Columbia (UBC)

Vancouver, BC, Canada, Sep 2021 — May 2023

Contributed as a UI/UX designer in impactful client projects with leading industry firms

Honors: MDM Tech Scholarship Spring 2022

Bachelor of Arts, Simon Fraser University

Burnaby, BC, Canada, Sep 2017 — Aug 2021

Major: Interactive Arts and Technology; Minor: Print and Digital Publishing

Honors: Dean's Honor Roll 2020-2021

Skills

Design: User Research, Wireframing, Rapid Prototyping, Usability Testing, AR Design, Visual Design

Tools: Adobe Suite, Figma, Procreate, HTML, CSS, Javascript

Soft Skills: Effective Communication, Self-Driven, Detail-Oriented, Design Critiques, Problem-Solving

Languages: Fluent in English (full professional proficiency) and Mandarin Chinese (native)