

Yidan Wang

UX Design & Research

Portfolio: <https://graceyidanwang.github.io/>

Contact

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Qualification Highlights

- Knowledgeable about **UserTesting.com**, **Figma**, and **UX Research** techniques: interviews, **personas**, **journey mapping**, **surveys**, and **usability testings**.
- Proven **self-starter with a creative** and continuous learning mindset.
- Highly **service oriented** with excellent communication skills to build rapport with internal and external stakeholders.
- Flexible and dynamic individual who can adjust accordingly based on feedback and team needs.

Education

Humber College

cGPA: 3.7
UXD Graduate Certificate
Jan – Dec 2022

University of Toronto

Graduated in 2018
HBSc: Environmental Science

Technical Skills

User Experience Research:

Usability Testing
Persona Development
Journey Mapping
Surveys

User Experience Design

Adobe XD & Figma
Prototyping

Front-End Development:

HTML5
CSS3
JavaScript

Work Experience

UX Research & Design Student | **Canadian Tire**

Jan 2023 – present (4-month internship ends in Apr 2023)

- Assisting the UX Research team with developing user research sessions on **UserTesting**, and collecting **qualitative research** insights to support the digital product team of **20** members including designers & product owners.
- Managing unmoderated interviews, usability testing, competitive analysis & surveys, analyzing common trends, and reporting key data in formal reports.
- Presenting user research insights at weekly digital product team meetings.

UX Research Student | **Lume**

Sep 2022 – Oct 2022 (contract)

- Conducted secondary marketing research and competitive analysis for **3** competitors.
- Independently developed focus group script for key user groups.

Project

Winner | **Citizen Scientists Design Hackathon**

- Lead a team of 3 to redesign the UX & UI system of the “Citizen Scientists Flood Monitor Platform” within 48 hours, and won the design challenge.

UX/UI System Design | **Covid Vaccination Booking Mobile App**

May 2022 – Aug 2022

- Conducted heuristic evaluation on existing Covid vaccination booking experience in Ontario and identified main issues: fragmented booking systems and lack of usability.
- Ideated the concept of an “integrated booking system” for the team to begin the design process.
- Collaborated with the team to create the color theme, typography, and content tone of visual design.
- Developed reusable UX components to increase the efficiency of designing **24** animated pages.

Website UX Redesign | **Steam**

Jan 2022 – Apr 2022

- Moderated **usability testing** sessions with **10 participants** and performed **thick data analysis** to identify **2 key pain points** in the current website design: lack of consistency and overwhelming information architecture (IA).
- Conceptualized new IA by cutting off 80% of excessive information to set the design framework for the team.
- Created **UX design system** including style guide, UX components with design rationale, etc.
- Led the creation of **34** pages with animations on Figma to develop a testable prototype.
- Designed **3** user tasks, further moderated **10** more **usability testing** sessions, and received a **100% success rate** with the design.

Other Work Experience

Sr. Customer Service Rep | **Digital Extremes**

Mar 2019 – present (part-time & remote) • Burlington, ON

- Provide prompt, courteous, and effective customer support with **strong communication skills** to turn unsatisfied players into loyal clients.
 - Escalate urgent issues to the management team, collaborate with other departments such as technical support to ensure a solution is being worked on, and develop PSA and ticket replies to calm worried players.
 - Act as the consulting source in the team to solve tricky tickets with sensitive and controversial matters, and escalate serious issues to the management team when necessary to ensure players' concerns are addressed at the proper scale.
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