Betsy Wang

UX/UI/Product Designer

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pw:hellobetsy

Skills

Rapid Prototyping
Wireframing
UI Design
Interaction Design
Storyboarding
User Testing and Research

Tools

Sketch
InVision
Principal
OmniGraffle
Axure RP
Adobe Creative Suites
HTML and CSS
Keynotes

Educations

2013
University of Toronto
H.B.A. with High Distinction New Media Studies & Studio

2012
Centennial College
Certificate in New Media Design

2019 (In progress)
Ryerson University
The Chang School of Continuing Education Certificate in Psychology

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Sep 2017 to Present
Senior Product Designer
Instacart *Acquired Unata Jan 2018*
Owned the end to end design process for customer platform and admin portals from initial research, wireframe, prototype and testing, UI design to post dev support. Set up design systems for both customer platform and a redesigned admin portal. Worked with the remote team for design operation including hiring, review process, tools and research practices.

Sep 2016 to Sep 2017
UX Designer
Unata
Collaborated with UI designers to build new features on the main customer platform and admin portals. Set up user research practice for product strategy validation and usability improvement. Advocated for design and user-focused culture.

Sep 2014 to Sep 2016 *Promoted May 2016*
Senior UX Designer
Rogers Communications | Enterprise Business Unit
Worked closely with in-house and vendor visual designers, researchers business and technology. Defined UX standards and led product design for B2B digital products including marketing websites, billing portals and third-party portal integration. Presented customer experience to senior leadership. Advocated for the end-user and design thinking within the organization.

Feb 2014 to Sep 2014
UX Prototyper
Rogers Communications | New Product Development
Worked closely with UX designers, researchers and product managers. Created low to high fidelity prototypes for mobile, TV and web products.

May 2013 to Feb 2014
Junior UX Designer
University of Toronto | Next Generation Student Information Service
Designed product UX and UI using iterative design techniques, including formative research and usability testing for projects that focus on providing enterprise level applications to students, faculty and staff in the institution. Created assets for department websites and events.

Sep 2012 to Mar 2013
UX Researcher (Co-op)
University of Toronto | Next Generation Student Information Service
Conducted user research and supported the UX team in uncovering business needs, develop design strategies and communicating design solutions.