

Betsy Wang

Product Designer

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Teaching Experience

May - Nov 2020

UX/UI Bootcamp Instructor

University of Toronto School of
Continuing Studies

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

Tools

Figma

Sketch

InVision

OmniGraffle

Axure RP

Adobe Creative Suites

HTML and CSS

Sep 2017 to Present

Senior Product Designer II

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.

I took a one year maternity leave Feb 2021- Apr 2022.

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.