LINDA HUANG

PRODUCT DESIGNER

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◎ Vancouver, BC

PROFILE

A versatile product designer well-versed in development knowledge with a passion for understanding people, Linda bridges her timeless, intentional designs into responsive digital products that are accessible for all.

SKILLS

- UX UI Design
- Wireframing
- Prototyping
- User research
- Usability testing
- Design systems
- Adobe CS, Figma

- Project Management
- Information Architecture
- Responsive Web Design
- HTML, CSS, JS

EDUCATION

NEW MEDIA DESIGN & WEB DEVELOPMENT DIPLOMA
British Columbia Institute of Technology

Sept 2021 – Mar 2023

BACHELOR OF ARTS, SOCIOLOGY
University of British Columbia

Sept 2015 – Nov 2020

EXPERIENCE

GRAPHIC DESIGNER   SEP 2023 – PRESENT
Coastal Reign Printing

- Delivered mockups and original designs aligned with client and industry-standard print specifications
- Managed multiple client consultations, translating and iterating customer visions into final deliverables
- Enhanced production workflows via problem-solving and asset-optimization, improving accuracy by 20%

UX DESIGN INTERN   JAN – AUG 2023
City Vancouver Academy High School

- Lead UX strategy for a client's website redesign via audits, user research, and information architecture
- Improve task completion rates and user navigation satisfaction, growing Enrolment page visits by 16%

UX DESIGN EXECUTIVE   JAN – JULY 2023
Hack the 6ix Hackathon

- Collaboratively designed the HT6 2023 website and dashboard, streamlining participant check-in process

PROJECTS

HACK THE BREAK WEBSITE   MAR 2023

- Oversaw design for Hack the Break's first website launch — i.e., BCIT's 3rd annual club-run hackathon
- Streamlined the hacker-registration process outside of Devpost, increasing applicants by 250%
- Enhanced brand presence and optimized design handoff by establishing a central design system

CAFÉHOP APP MOCKUP   MAY 2022

- Ideated a unique café-finding app for remote workers, validating needs through user personas and creating end-to-end prototype designs