LUCAS LEE HUANG
PRODUCT DESIGNER

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Passionate Product Designer with five years of experience dedicated to exploring how people think and communicate. Lucas strives to create stories through design, promoting ethics and transparency.

Experience

Product Designer
Canadian Hyperloop Conference — APR 2021 - PRESENT | WATERLOO

• Created a detailed design system, branding, and guidelines for the organization. Led weekly design briefs to ensure consistent implementation, across all teams.

• Conducted user research, sketching, wireframing, prototyping, and usability testing. Developed web and mobile applications from ideation to development using Figma and Adobe CC.

• Collaborated with logistics, technical, development, and social media teams to ensure conference designs aligned with the goals of the organization. Successfully designed a 3-day conference for 120+ attendees.

UX Designer
VoGro — NOV 2020 - AUG 2021 | WATERLOO

• Led a team of 3 designers to design and prototype both mobile and desktop structures. Used Figma to wireframe, design, and prototype in collaboration with the UI team.

• Conducted user research through user interviews, surveys, storyboarding and detailed personas to identify pain points. Communicated feedback and research findings to relevant UI, management, and outreach teams to create solutions.

Product Design Intern
Driverseat — APR 2021 - SEP 2021 | KITCHENER

• Independently conducted user research and user-testing on WordPress website to improve searchability, readability, and user experience. Created partner and sales pages in-line with administrator values.

• Delivered design concept that clarifies service selection for users. Led wireframing, the design process and rapid prototyping. Set up success metrics.

Extracurricular

UX Tutor
Varsity Tutors — APR 2022 – PRESENT | TORONTO

Provided personalized guidance and mentoring to university students in UX design principles, methods, and tools to enhance their understanding and application of user-centered design.

Education

University of Waterloo
Global business and digital arts | BA

Initiated and contributed to several experimental projects involving web usability, interaction design, user interfaces, and responsive design.

Skills

Design:
• Design systems
• Wireframes & Mock-ups
• Style guides
• User flows
• Web structure
• Information architecture
• Strategy & vision presentations
• Concept sketches

Research:
• Data analysis
• Task analysis
• Personas
• A/B testing
• Cognitive walkthrough
• Usability testing
• Storyboarding

Toolbox:
• Adobe CC
• Balsamiq
• WordPress
• Invision
• Figma
• Miro
• HTML & CSS
• JavaScript