Heather Woo

UX Designer

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Kitchener, ON

Dedicated and detail-oriented UX Designer. A strong advocate for the user and a highly collaborative team player. A deep working understanding of user testing, research, design thinking, and building wireframes, mock-ups, and prototypes. Lots of experience in website design, including designing for tablet and mobile. Creating brand cohesion across user flows and incorporating user feedback at every turn. Always looking for new, innovative ways to solve user problems.

TECHNICAL SKILLS

Figma	Usertesting.com
Sketch	Balsamiq
InVision	Adobe CC

USER TESTING SKILLS

Test writing (moderated and unmoderated)

Scheduling & interviewing users

Results analysis and presentation

EXPERIENCE

Finastra

Senior UX Designer

2019 - 2023

- Collaborated with cross-functional teams to design award-winning Developer Portal and App Marketplace websites
- Responsible for doing market research, conducting user testing, creating wireframes, mock-ups, and prototypes to convey users needs and wants to stakeholders and developers
- Ensured and maintained a consistent experience across flows throughout the ecosystem to establish brand cohesion and easy navigation

UX Designer

2017 - 2019

- Created user flows, wireframes, mock-ups, and prototypes as primary designer for Developer Portal to establish UX workflow with stakeholders and to document project requirements
- Developed a UX/UI documentation which helped establish UX best practices within the company
- Created personas and analyzed results from user testing to help teams understand their users

D+H

UX Designer Intern

2016

- Designed wireframe and mock-up packages for e-commerce websites in order to reduce negative user feedback
- Developed a user experience and user interaction reference in a wiki format for internal use to assist teams without a dedicated UX designer and to introduce UX practices to the wider company

EDUCATION

Bachelor of Global Business and Digital Arts, Honours

University of Waterloo

2013 - 2017

Certificate in Global Experience

University of Waterloo

2017