

# Violet Wang

## PRODUCT DESIGNER

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## PROFILE

A former product consultant turned user-centered Product Designer located in Toronto, ON. With over 4 years of experience in customer service, where I worked closely with customers and products, I have developed a skill for empathizing with users and identifying problems and solutions.

## SKILLS

### Research:

User Research, Design Thinking, User Stories, User Flows, Personas, Interviews, Surveys, Information Architecture

### Design:

Visual Design, Product Design, Responsive Web Design, Design System, Wireframes, Ideation, Prototypes, Mockups, Usability Testing

### Tools:

Figma, InVision, Procreate, MS Office, Zeplin, Adobe Creative Suite, Jira

### Soft:

Empathy, Communication, Critical Thinking, Collaboration, Attention to Detail, Problem Solving, Creativity, High Motivation

## EXPERIENCE

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### Product Designer | FreshFind

FEB 2023 - Present, TORONTO, ON

- Conduct user research to understand user pain points and needs.
- Redesign the wireframes, prototypes and high-fidelity mockups for the homepage and the business portal of the Freshfind e-commerce website.
- Collaborate with cross-functional teams to gather requirements, prioritize features, and refine designs.

### E-commerce Business Owner | Etsy

Oct 2020 - Dec 2022, TORONTO, ON

- Launched an Etsy shop selling custom design jewelry.
- Developed packaging and logo to create a cohesive brand look.
- Optimized listings to rank at the top of Etsy's search engine.
- Achieved 95k+ unique visits, 1500+ sales, and \$68,000+ in revenue, maintaining over a 2% conversion rate.

### Product Consultant - Squad Lead | OneClass

MAR 2018 - SEP 2020, TORONTO, ON

- Empathize with clients to address their needs and provide user-centered service, resulting in a 35% increase in positive feedback.
- Interpreted data and qualitative client feedback, and created iterative improvements, increasing user satisfaction by 20%.
- Collaborated with cross-functional teams on product iterations to achieve 95% client satisfaction.
- Managed the marketing operation to boost contracts and led my team to increase to 70% contract renewal.

### Sales Consultant | Rainbow Jade

SEP 2016 - FEB 2018, RICHMOND HILL, ON

- Assisted an average 40 customers per day by answering any consumer questions about products, and providing recommendations, resulting in an additional \$10K in revenue.
- Achieved an average of 120% of sales goal for three consecutive months.

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JUL 2022 - SEP 2022, TORONTO, ON

### Brock University | Master of Education

JUN 2016 - OCT 2017, ST. CATHARINES, ON

## PROJECTS

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### 24-Hour Hackathon - 7shifts | Product Designer

SEP 2022, TORONTO, ON

- Researched, designed, and prototyped an innovative feature for the 7SHIFTS product to help restaurants in employee retention.
- Collaborated effectively with the dev team to launch the feature.
- Created and presented to the team and the stakeholders user research reports, user flow, wireframes and prototype.