Kiki Huang

Intermediate UI/UX Designer

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SKILLS

Design

Wireframing, prototyping, design QA, design system, responsive design, interaction design, information architecture, usability testing, storyboarding, accessibility testing

Product Thinking

Product strategy, user research, user strategy, agile development, user interviews, competitive analysis, persona development, data analysis

Tools

Figma, Sketch, Invision, Framer, Zeplin, Adobe Creative Suite (Photoshop, Indesign, Illustrator), Jira/Confluence, Notion, AutoCAD, Rhino 3D

EDUCATION

University of Toronto

TORONTO — JUNE 2019

Honours Bachelors, John H. Daniels Faculty of Architecture, Landscape, and Design

BrainStation

TORONTO — JULY 2021

Diploma, User Experience Design

AWARDS

Google x BrainStation Winner

TORONTO — JUNE 2021

Hackathon winner

6x Homer Award Winner

TORONTO — SEPT 2024

THD Core Value Award

EXPERIENCE

Intermediate UI/UX Designer — Home Depot x Askuity

DEC 2022 TO PRESENT — CANADA

UX lead for >5 Askuity widgets across web & mobile app, notably:
- Independently led the end-to-end design process for internal retail analytics software, reaching 3,000+ merchants at Home Depot.
- Enabled data-driven decision making, resulting in a 43% increase in usage, 57% increase in visitors, and 38% increase in user retention.
- Led 17+ UXR, strategy, usability testing, and UX audit initiatives, resulting in a 98% task success rate.

UI/UX Designer — Home Depot x Askuity

NOV 2021 TO DEC 2022 — CANADA

- Spearheaded the iOS & Android app development, increasing THD's most high-value merchant usage by 43%; achieved +41% MAU.
- Revamped platform onboarding to focus on excellent UX, optimizing core engagement loops and lowered churn during adoption by 50%.
- Led a partnership forecast initiative to enable user access to forecast alerts, yielding a significant increase in merchant productivity by 28%.

UX Consultant — Freelance

APR 2022 TO JUN 2024 — CANADA

- Enhanced the usability and overall user experience of digital products, particularly in the SaaS and E-commerce industry.
- Implemented design systems, information architecture, and conducted design QA, resulting in increased user adoption and enhanced visitor engagement.
- Led strategic enhancements for streamlined logistics on both web and mobile app (iOS & Android).

UI Designer — ANIDA

APR 2021 TO NOV 2021 — CANADA

- Redesigned and optimized e-commerce site, leading to a 22% increase in donations, and 38% increase in user engagement.
- Spearheaded user research initiatives, conducting in-depth user interviews/surveys to inform design decisions, resulting in a 25% reduction in bounce rates and a 10% increase in completion rate.

Architectural Designer — Johan Construction

APR 2019 TO NOV 2020 — CANADA

- Designed and modelled 2D & 3D architectural designs and concepts for residential and commercial projects.
- Designed layouts and blueprints that are compliant with industry codes, legal standards, regulations and zoning laws.
- Incorporated industry trends, new materials, and emerging technologies into designs.