Lingjie(Helena) Wan

PRODUCT DESIGNER (NO SPONSORSHIP REQUIRED)

Product Designer with 3 years of experience driving impactful solutions in e-commerce, education, healthcare, and technology. Skilled in crafting innovative, user-centered designs that solve complex problems and deliver measurable business value. Dedicated to leveraging design as a strategic tool to enhance user experiences and elevate business success.

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PROFESSIONAL EXPERIENCE

Caco Club Trading App / Product Designer

Sep 2023 - Dec 2024 / Remote

Caco Club App is a startup e-commerce platform for Pokémon card enthusiasts, offering seamless solutions to buy, sell, manage, and track card collections within a vibrant community.

- Designed the Caco Club App **from the ground up**, creating end-to-end user flows and implementation-ready prototypes for six core features—user registration, trading platform, ordering, community, card tracker, and profiles.
- Built domain expertise through research, user interviews, and competitor analysis, uncovering **3** key user pain points to shape Caco Club's secure, comprehensive, personalized card trading platform and differentiate it in the market.
- Initiated and developed a comprehensive mobile design system for the Trading platform, including icons, UI components, and patterns, ensuring consistent and cohesive user experiences across all mobile products.
- Collaborated with the project manager to define product market value, develop quarterly roadmaps and design user flows, conducting weekly meetings to review progress, summarize results, and prioritize upcoming tasks.

Bogoo Dating App / Product Designer

Sep 2022 - Aug 2023 / New York, NY

Bogoo Dating App is a specialized social platform for international students that is available at the Apple Store. It offers a genuine community for dating, finding alumni, and networking.

- Refined user profiles, onboarding and streamlined daily matching journey to enhance user experience, while improving the app's design system through updated icons and UI components. Delivered redesigns as actionable engineering implementations, leading to a **25%** increase in user engagement.
- Resolved user safety concerns through comprehensive research, including app audit and user interviews, identifying major pain points and informing **3** rounds of design iterations to enhance the daily matching, onboarding, and voting features.
- Drove collaboration with outsourced design teams and marketing teams to develop branding assets and establish integration design guidelines, resulting in a **50%** reduction in integration time.

PROJECT EXPERIENCE

KPMG Ignition AR Exhibits / UIUX Designer

May 2022 - Aug 2022 / Vancouver, BC, Canada

KPMG AR Exhibits is an augmented reality experience at the Ignition Centre, enabling executives to explore 17 SDGs through interactive 3D models and media.

- Designed an immersive AR web app for KPMG **from 0 to 1**, creating user flows, prototypes, and collaborating cross-functionally for a seamless launch.
- Conducted **5** rounds of A/B testing on key features, resulting in an optimized prototype that earned commendation from KPMG management.

CyberPatient Authoring Tool / UI System Designer

Jan 2022 - Apr 2022 / Vancouver, BC, Canada

This Tool lets educators create customizable 3D patient avatars for training simulations.

- Revamped a Unity healthcare platform's design system, created **35+** new pixel-perfect icons and detailed design documentation.
- Iterated product solutions based on client insights, achieving **93%** user satisfaction through **4** rounds of testing and engineering collaboration.

EDUCATION

Sep 2021 – May 2023

Master of Digital Media
UNIVERSITY OF BRITISH COLUMBIA, CANADA

Sep 2017 - Aug 2021

B.A in Interactive Arts and Technology
SIMON FRASER UNIVERSITY, CANADA

SKILLS

Interaction Design
User Research
Wireframing
Prototyping
Visual Design
Information Architecture
User Flow
Personas
Usability Testing

TOOLS

Figma, Sketch, Adobe Creative Suite (Adobe XD, Photoshop, Illustrator), Asana, Miro, Trello

ENGINEERING

Focus on front-end: HTML/CSS, JavaScript, Unity, GitHub