

# Susan Giang

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## EXPERIENCE

### Freelance Visual Designer — Fjord

06/2020 – Present

Reimagined the Cart experience of large Canadian retailer's e-commerce platform.

Translated wireframes into elegant hi-fidelity designs, keeping scalability and reusability at top of mind for future phases of work

### Founder — HeySoosie

05/2020 – Present

Founded a stationery goods business that stemmed from a passion for stationery, illustration, and cute things that make people happy

### Product Designer — Opencare

01/2020 – 03/2020

Develop deep understanding of patient and practice pains through user research and identified key areas of improvement as part of the Growth team.

Data-driven design of a series of experiments with the goal of expanding bottom of funnel and improve the scheduling experience for patients and practices.

### Visual Designer — Fjord

08/2018 – 12/2019

Crafted the future state of shipment request handling for a US Fortune 500 transportation company; Iteratively generated concepts, wireframes, and visual design.

Translated requirements into userflows, wireframes, and detailed designs as part of a modernization effort for a leading financial institution in Canada.

Researched, ideated, and prototyped to define and envision the future state of the credit card application process.

### Product Design Intern — Intersect

05/2017 - 08/2017

### Product Design Intern — Sprout at Work

08/2016 – 12/2016

### Product Design Intern — AIR MILES

01/2016 – 04/2016

### Product Design Intern — IBM

05/2015 – 09/2015

## SKILLS

User research  
Interaction design  
Visual design  
Wireframing  
Rapid prototyping  
Usability testing  
Illustration  
HTML/CSS

## TOOLS

Sketch  
Figma  
InVision  
Abstract  
Notion  
Principle  
Adobe Creative Suite

## EDUCATION

### University of Waterloo

12/2012 – 04/2018

Bachelor of Applied Science  
Systems Design Engineering  
Class of 2018

## INTERESTS

Illustration, Animal Crossing,  
houseplants, travelling