

# MAXINE DANG

## PRODUCT DESIGNER

### EXPERIENCE

#### Product Designer | Freelance

2022 - ONGOING, VANCOUVER, BC

- Improved the task success rate of a fin-tech MVP by 70% by identifying high-impact iterations from usability test results
- Devised detailed research plans and conducted 3 online user interview sessions with 20 participants per session
- Created design systems, workflow, sketches, wireframes and prototypes using Figma, Sketch and Axure
- Collaborated with Agile software development teams and product owners to create MVPs

#### Product Designer | [BrainStation x Scotiabank Hackathon](#)

AUG 2022, VANCOUVER, BC

- Collaborated with a team of 4 UX Designers to create a new feature for a fin-tech app with high considerations for usability heuristics and accessibility
- Contributed to the design solution with UX Competitive Audits, Personas, User Journey, Sketches, Wireframing and Prototyping

#### UX Designer | [Avocademy Design Challenge](#)

MAY 2022, VANCOUVER, BC

- Conducted qualitative research, usability tested and prototyped a fin-tech app MVP in using design thinking, Agile mindset, remote collaboration, and problem-solving skills

#### Strategic Marketing Specialist | Consulate General of Brazil in Vancouver

2020 - 2021, VANCOUVER, BC

- Led a team of 5 market researchers to conduct qualitative user research with 50 interviewees, and gather data from 20 secondary sources to facilitate market insights and presented the key findings to the global marketing team
- Collaborated and communicated with the marketing team from Brazil to improve labour productivity by 30%

#### Social Media Manager | Freelance

2018 - 2021, VANCOUVER, BC

- Create data visualizations and infographics to effectively present key market insights to stakeholders
- Used problem-solving skills and task prioritization skills to implement social media content calendars for clients which resulted in 80% more leads generated

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[maxinedang.com](https://maxinedang.com)

### PROFILE

I'm a **Product Designer** based in Vancouver, BC. My past experience in Digital Marketing and Customer Service has given me unique perspectives when it comes to user research and user empathy. By exploring problem spaces from the users' perspective, I aim to design data-driven, human-centred solutions that uplift and empower users.

**I'm open to remote work and relocation.**

### SKILLS

**Wireframing and Prototyping** using Figma, InVision, Illustrator, AdobeXD, Sketch and Axure

**Photo and Video Editing** using Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, Illustrator)

**User Research and Testing** using Maze and UserTesting.com

**Web Design** using Webflow, WordPress, Squarespace, WiX

Basic understanding of HTML, CSS

### EDUCATION

**User Experience Design Diploma Candidate | BrainStation**

**Agile Methodologies Certificate | LinkedIn Learning**

**Bachelor of Business Administration Minor in Digital Marketing | Fairleigh Dickinson University**

Recipient of **Global Scholars Scholarship** for demonstrating a commitment to academic excellence with grades within the top 5% of the class