SUSANNA PARK (SUZY)
PRODUCT DESIGNER

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EDUCATION

York University 2012 - 2017
International Bachelor of Arts (i.B.A), Trilingual, International Studies

General Assembly 2021
UX Design Immersive, Certificate

SKILLS

User Research
Contextual Inquiries
User Interview
Competitive Analysis
User Flows Information
Architecture
Wireframing
Visual Design
Responsive Web Design
Rapid Prototyping
Usability Testing
HTML
CSS
Javascript
Bootstrap

SOFTWARE

Figma
Sketch
Adobe XD
Invision Studio
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
After Effect
Microsoft Office
Google Suite

DESIGN EXPERIENCE

Product Designer Feb 2022 - Nov 2022
IOT Pay Technologies Inc. (Aquired by GrubMarket)

I was the Product Designer for Couver Financial, a start-up in the Fintech industry and a subsidiary of IOT Pay Technology Inc.

Desktop and Mobile Website (www.couver.ca)
- Main designer responsible for delivering a fully responsive website.
- Collaborated cross-functionally with developers, other designers, external consultants and the marketing team to iterate and refine the design
- Conducted research; designed low & high fidelity wireframes; and performed quality assurance & usability testing

Mobile Application (Flagship Product)
- Successfully led and delivered three core features of the mobile app: Subscription Rewards, Friend's Referral and Offers
- Designed and delivered a comprehensive MVP(Mimimum Viable Product) of the entire application in order to expedite user testing and iterations
- Working closely with the Lead Designer, I led and also assisted with the conducting of users interviews, workshops and external presentations

CMS Web Portal
- Partnered with Lead Designer to successfully deliver the web portal
- Regularly facilitated workshops and design meetings with developers and product managers
- Assisted in establishing the basic information architecture and sitemap

Design Materials
- Created Couver's Design Library with all the assets, style guides and components.
- Collaborated with marketing in order to design marketing materials such as social media graphics, door stickers, tent, rollup banners, etc.
- Conceptualized Couver's Brand Guidelines 2.0, and used them to deliver the designs for Couver's card carrier, email templates, and business cards

UX Designer May 2021 - Feb 2022
Analegy.Ai

- Established and led the Service Design function to reinvent the onboarding process for new clients.
- Refining internal project management functions by identifying inefficiencies in current processes and tools, reducing consultants throughput time by 33%

OTHER WORK EXPERIENCE

Bilingual Senior Policy Analyst 2018 - 2020
CPA Professional Liability Plan Inc. (CPA Canada)

Bilingual Coordinator 2017 - 2018
OMERS