

Tiffany Wing

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experience

Snap Inc. 2020 - Present PRODUCT DESIGNER

- Designed new and improved existing features to increase MAU of Bitmoji in Snapchat by over 25% YoY.
- Helped monetize Bitmoji by designing a scalable solution for purchasing Bitmoji Fashion.
- Contributed and evolved the Snapchat and Bitmoji Design System with typography and iconography as needed.
- Balanced interface design across different mobile device sizes while considering localized text strings to create an optimal experience for all users.
- Envisioned and pitched external integration ideas for Bitmoji partnerships in other apps and products.
- Assisted in creating the Bitmoji annual roadmap and quarterly planning based on headcount and resourcing.
- Assisted with design in DEIBA efforts to make Bitmoji more inclusive and accessible to all users.

Fusion Analytics 2019 - 2020 UX / UI DESIGNER

- Created and analyzed surveys, and conducted usability tests to ensure the best user experience for the client's user dashboard.
- Created and prototyped wireframes based on the analysis of UX research.
- Designed and continuously reiterated responsive web dashboard using UX best practices.

education

B. Des 2013-2017
OCAD University
Major in Illustration +
Minor in Communication
Design

design & research

Wireframing & Prototyping
UI Design
User interviews & Surveys
Competitor Analysis
Usability Testing

tools

Figma
Adobe Creative Suite
(Ps, Ai, Id, Xd, Ae)
Sketch
Protopie / Principle

other skills

Stand Ups / Scrum
Agile
Client Presentations
Stakeholder Management
XFN Communication
Roadmap Planning