

任瑞佳 Winnie Ren

3rd Year Systems Design Engineering

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Experience

Product Designer @ UW Blueprint

April 2020 - Present

Designing decision-making platform for non-profit client (Social Venture Partners) to streamline funding decisions affecting 3400+ partners across 8 countries

Frontend Software Engineer @ Intuit

January 2020 - Present

Performing iterative onsite user interviews to understand product painpoints, enhancing prioritization of short term feature decisions
Owning development of component library for migration of 80+ pages on Turbotax.ca and representing engineering team for design meetings to ensure technical feasibility and accessibility

Software Engineer @ Groq

May 2019 - August 2019

Designed and developed a TypeScript web app end to end with live data visualization; expedited chip bring-up by 2 months
Composed user stories to enhance internal project management, resulting in development of web app used by 70+ employees
Conducted secondary market research to understand problem space and identify user pain points

Designer & Developer @ WSIB Labs

September 2018 - December 2018

Initiated redesign of company career website; increasing applications by 33%. Formally establishing company's first design guide and branding used as foundation for future projects
Led a team of 6 developers to implement an appointment scheduler app. Introduced agile product management system using story points and creating roadmaps

Content Designer @ Seneca College

January 2018 - April 2018

Collaborated with professors to design and develop web-based courses reaching 300+ users.
Designed 15 graphics for long-term usage resulting in decreasing development time by 20%.
Improved UI by conducting user experience testing and following accessibility guidelines to enhance color contrasts

Skills

User research
User interviews
Interaction design
Accessibility design
Wireframing

Tools

Figma
Sketch
Invision
Adobe creative suite
JavaScript (React)
TypeScript (Angular)
HTML/CSS

Awards

First place

UW Product Challenge
Increased user retention by re-architecting information hierarchy

Second place

Microsoft ProdCon
Analyzed user research findings to devise a collaborative education solution to drive Surface sales

Passions

Co-chair @ Enghack '19
Director @ CUSEC '20
Executive @ UW Blueprint
Social Representative @ Systems Design Engineering