

Emilia Huang

Product/UX Designer

🌐 emiliahuang.com
✉ emiliahgz@gmail.com
☎ +1 (647) 865 0864

Work Experience

Mar 2022 - Present

Design Lead | Aperture Finance

As a sole product designer, taking in charge the launch of Aperture's brand new PDN strategy platform (both private and beta version), the launch of new UniV3 tooling platform (Private Beta coming soon) and other significant feature/marketing material launch. Deliveries including landing page, webapp and mobile app design, as well as design and component library. Delivery within limited time frame.

Work responsibility expands within whole product cycle from defi market and user research, product roadmap setup, design ideation, prototype to developer handoff, following with QA and user test. During the time I joined, our webapp TVL increased by more than 100%, and user base increased by more than 75%.

Aug 2020 - Present

Freelance Designer

Long term and short term collaborations with **Halp**, **Ingo** and other startup / business to provide product design, branding design and design consulting services.

Currently working on the rebuild of CRM and B2C platform for **Halp** (Toronto based A series startup) to achieve their CPA goals. Work responsibility includes mapping out customer journey and user flow, creating wireframes, mockups, high fidelity prototype and component library construction and to meet restricted timeline.

Sep 2018 - Aug 2020

Designer | AECOM Planning and Consulting

Work responsibility includes design delivery, concept visualization, 3D modelling and design coordination, presentation with clients for various design projects.

Highlighting project: one of the first government responsive website tool collecting citizen feedbacks for the Municipality of Clarington for public meetings.

May 2017 - Apr 2018

Urban Designer | SvN Architects+Planners

Work responsibility includes design delivery, planning guidelines, concept visualization, 3D modelling and design coordination for various design projects.

Jun 2016 - Oct 2016

Landscape Designer | PMA Landscape Architect

Work responsibility includes preliminary design, concept visualization and design coordination for various design projects.

Education

2009 - 2013

Tongji University, Shanghai

Bachelor of Engineering in Landscape Studies

2013 - 2016

University of Toronto, Toronto

Master of Landscape Architecture

Skills

Low/High-Fidelity Prototyping

Wireframing

User Research

Human Centered Design

User Interface Design

Competitive/Market Analysis

Storyboarding / Storytelling

User Journey / User Flows

Information Architecture

Data Visualization

Usability Testing

Visual Communications

3D Modeling

Tools

Figma

Sketch

Adobe Creative Suite

Zeplin

Procreate

SketchUp/Rhinoceros/AutoCAD