Ginny Wang

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Education

University of Waterloo
Systems Design Engineering
Expected Apr 2026

Courses: Customer Experience Design, Introduction to Design, Human Factors in Design, Data Structures and Algorithms
Activities: UW Blueprint, UW/UX, Hack the North

Experience

Meta
Product Design Intern
June - Sept 2025

Designed the full product experience of populating unread Reels in Messenger to Facebook Friends Tab, improving **click-through rates by 4% for 1M+ user impressions.** Collaborated closely with product, content design, and data science to translate opportunity to designs.

Super.com
Product Design Intern
Sept - Dec 2024

Designed and prototyped **end-to-end flows** for booking the **most affordable** hotel options for budget-conscious users. Collaborated **cross-functionally** with product managers, UX researchers and engineers to improve user booking retention rates by 5%.

Veeva Systems
Product Design Intern
Jan - Apr 2024

Improved design solution for data stewards when managing hierarchies for healthcare organizations that addressed **user and product requirements.** Solicited feedback and ideas through multiple iterations with product and engineering, increasing **efficiency** of task completion by **15%** for **300+ data stewards.**

LinkedIn
Product Design Intern
May - Aug 2023

Identified opportunities within LinkedIn's B2B enterprise checkout to increase clientele trust and improve future scalability. Designed a new dynamic payment component to drive incremental revenue of up to **$12 - 14M** for **700+ million users,** reducing user drop-off rates.

CIBC Digital
UX/UI Design Intern
Sept - Dec 2022

Conducted and presented **competitive research** for CIBC's Cash Management Online® commercial banking platform to product managers and content strategists, identifying areas to improve user-experience and product quality for **40k+ business clients.**

Bam!
Lead Product Designer
June - Sept 2022

Led and shipped the **end-to-end** design for a mobile app to help **1000+** readers engage in webcomics and improve comic discoverability by **15%.** Presented designs to **key stakeholders** and articulated design decisions that **advocated for user needs.**

Skills

Design	Visual	Tools	Coding
User Research	Sketching	Figma	HTML & CSS
Prototyping	Illustration	Adobe CC	React.js
Information Architecture	Design Systems	Sketch	C++
Product Thinking	Visual Design	Origami	Python