HUILING (EMMA) LUO

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Education

Master of Information *Expected from September 2024 to June 2026*
Concentration in User Experience Design
University of Toronto – Toronto, Canada

Honours Bachelor of Science *September 2020 to June 2024*
Double Major in City Studies & Psychology
University of Toronto - Toronto, Canada

Certification

- **Google UX Design Certificate** | *Google Career Certificates | 2023*

Professional Experience

UX Researcher/Designer – Website Evaluation and Redesign *September 2024 to Present*
Department of Occupational Science & Occupational Therapy – **University of Toronto** – Toronto, Canada

- Conducted website SEO analysis and IA analysis using heuristic evaluation method, reported a total of 17 usability problems
- Analyzed website traffic data on Wix using Excel, focusing on click-through rates, bounce rate, page visits, device usage, and navigation flow, and found major pain points in the navigation system and mobile experience
- Designed and conducted usability testing using heuristic evaluation and user surveys, collecting and analyzing over 30 responses, identifying 12 usability issues and leading to a redesigned UI structure
- Designed a User Survey poster using Photoshop, making the communication more attractive and engaging
- Co-designed the new website prototype using Figma, helped the technical team implement the website on web content management systems "Drupal", improving navigation flow and user engagement

Cofounder / UXUI Designer – Campus Eats *May 2024 to August 2024*
The Hatchery - University of Toronto Entrepreneurship – Toronto, Canada

- Conducted cold interviews with over 15 vendors, completed a primary stakeholder pain point research paper, and performed customer validation for the business model
- Applied UX/UI design principles to create intuitive and visually appealing mobile pages for sellers and drivers, focusing on enhancing user experience, designing user flow through high-fidelity prototype
- Worked closely with developers to ensure UI designs were implemented efficiently in a Flutter-based mobile app, aligning with material design guidelines.
- Conducted Usability Testing using the Think-Out-Loud Method with 10 participants and redesigned the navigation system according to the test result.
- Led cross-functional collaboration between UX designers, engineers, and product managers in an agile environment.
- Ensured accessible design by following WCAG principles, enhancing usability for diverse student users.
- Designed the pitch deck and assisted the team in writing the presentation script, receiving positive feedback from four practice pitches

User Experience Design Intern *April 2023 to August 2023*
Topsec Technologies Group Ltd. – Beijing, China

- Performed user research to assess 3 Enterprise Resource Planning (EPR) system options designed to overcome limitations of existing system
- Investigated company's operational business model, human resources management practices and budget; compared business needs against available ERP system capabilities
- Designed a user-friendly low-code web interface using Minto Cloud with intuitive navigation, improving expense reimbursement efficiency.

- Collaborated with client's finance department to analyze existing manual processes and software usage habits, leading to streamlined integration of new ERP system that reduced users' learning curve and operational integration time
- Conducted rigorous internal bug testing and gathered crucial user feedback via interviews during implementation phase; contributed to ongoing usability testing to ensure optimal functionality and user-friendly experience

Project Experience

Navi the airport with ease (Course Project)
- Co-designed the user research framework.
- Conducted two one-on-one user interviews to understand pain points and expectations.
- Led and conducted usability testing sessions with three participants to validate design ideas
- Directed the ideation process, defining app functionalities and feature
- Led the creation of the final prototype, ensuring a seamless and user-friendly design.

Volunteer Experience

Volunteer   *January 2023 to August 2023*
University of Toronto Authentic Learning Lab – Scarborough, Canada
- Engaged in character-building workshop and indigenous awareness workshop, fostering teamwork and contributing to development of background stories; facilitated discussions on correlation between identity and prejudice
- Showcased strong commitment to cultural awareness by participating in pow-wow event with lab members, gaining deep insights into historical oppression faced by indigenous people

Skills

- **UX/UI Design:** Figma, Adobe XD, Wireframing, Prototyping
- **User Research:** Usability Testing, Heuristic Evaluation, Survey Design, Data Analysis, Accessibility Testing
- **Web development:** HTML, CSS, JavaScript (basic), WordPress, Drupal
- **Graphic Design:** Photoshop, Figma, Canva, Icon & Layout Design, Data Visualization
- **Soft Skills:** Collaboration, Communication, Time Management, Problem Solving
- **Language Skills:** Mandarin & English