

# SUSANNA PARK (SUZY)

PRODUCT DESIGNER

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## EDUCATION

**York University** 2012 - 2017  
International Bachelor of Arts  
(i.B.A), Trilingual,  
International Studies

**General Assembly** 2021  
UX Design Immersive,  
Certificate

## SKILLS

User Research  
Contextual Inquiries  
User Interview  
Competitive Analysis  
User Flows Information  
Architecture  
Wireframing  
Visual Design  
Responsive Web Design  
Rapid Prototyping  
Usability Testing  
HTML  
CSS  
Javascript  
Bootstrap

## SOFTWARE

Figma  
Sketch  
Adobe XD  
Invision Studio  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
After Effect  
Microsoft Office  
Google Suite

## DESIGN EXPERIENCE

**Product Designer** Feb 2022 - Nov 2022  
IOT Pay Technologies Inc. (Aquired by GrubMarket)

*I was the Product Designer for Couver Financial, a start-up in the Fintech industry and a subsidiary of IOT Pay Technology Inc.*

### Desktop and Mobile Website (www.couver.ca)

- Main designer responsible for delivering a fully responsive website.
- Collaborated cross-functionally with developers, other designers, external consultants and the marketing team to iterate and refine the design
- Conducted research; designed low & high fidelity wireframes; and performed quality assurance & usability testing

### Mobile Application (Flagship Product)

- Successfully led and delivered three core features of the mobile app: Subscription Rewards, Friend's Referral and Offers
- Designed and delivered a comprehensive MVP(Mimimum Viable Product) of the entire application in order to expedite user testing and iterations
- Working closely with the Lead Designer, I led and also assisted with the conducting of users interviews, workshops and external presentations

### CMS Web Portal

- Partnered with Lead Designer to successfully deliver the web portal
- Regularly facilitated workshops and design meetings with developers and product managers
- Assisted in establishing the basic information architecture and sitemap

### Design Materials

- Created Couver's Design Library with all the assets, style guides and components.
- Collaborated with marketing in order to design marketing materials such as social media graphics, door stickers, tent, rollup banners, etc.
- Conceptualized Couver's Brand Guidelines 2.0, and used them to deliver the designs for Couver's card carrier, email templates, and business cards

**UX Designer** May 2021 - Feb 2022

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- Established and led the Service Design function to reinvent the onboarding process for new clients.
- Refining internal project management functions by identifying inefficiencies in current processes and tools, reducing consultants throughput time by 33%

## OTHER WORK EXPERIENCE

**Bilingual Policy Administrator** 2018 - 2020  
CPA Professional Liability Plan Inc. (CPA Canada)

**Bilingual Coordinator** 2017 - 2018  
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