

Helga Jiang

Portfolio: helgajiang.github.com

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EXPERIENCE

Product Designer, Facebook (Meta)

Menlo Park / 2019-2021

- Designed user flows on the Ads Manager platform on a fast-paced team. Covered design briefing, conceptualising, prototyping, research, and development support.
- Developed a unique interaction pattern that resulted in a **20% increase in retention rate** of a core advertiser product.
- Influenced design systems, strategized product roadmaps, led UX-excellence efforts, and mentored new grads within the company.
- Contributed to internal culture initiatives by designing swag, posters, and presentation decks for org-wide events.

Product Design Intern, Facebook (Meta)

Menlo Park / 2018

- Designed data visualizations for ad campaign analytic tools. Participated in usability tests and weekly design critiques.

Product Design Intern, Mailchimp

Atlanta / 2017

- Introduced new features and interactions for the multi-variate testing tool. Prototyped using HTML, CSS, and React.js.

UX Design Intern, Shopify

Ottawa / 2016

- Worked closely with cross-functional team members to redesign features and interactions of the Shopify Capital dashboard.

Visual Designer, Hack the North

Waterloo / 2018

- Designed compelling print and marketing collateral for over **1,000 attendees**, including digital assets for website and social media, event signage, welcome booklets, custom playing card decks, and other swag items.

EDUCATION

Honours Fine Arts Studio Practice, Computer Science Minor

Bachelor of Arts (with Distinction)

University of Waterloo / Class of 2019

CREATIVE PROJECTS

Founder & Ceramicist, Helgz Studio

www.helgz.com / 2021-present

- Contemporary small-batch ceramics for the modern home.
- I handle all aspects of the business, including ceramics production, sales, content creation, branding, e-commerce website, and social media marketing.
- Featured in Condé Nast's *World of Interiors Magazine*

Published Author, Clay Charm Magic!

- A children's arts & crafts book published by *Skyhorse Publishing*. Available in major bookstores across North America.

YouTube Creator, 275K Subscribers

2011-2018

- Independently produced arts & crafts tutorials (under the pseudonym *PuddingFishCakes*), garnering an organic community of over **275,000 subscribers** and **22 million video views**.
- Featured on *DreamworksTV*, *POPSUGAR*, *Cartoon Network Magazine*, and *Project for Awesome*.