Heidi Suen



heidisuen.framer.website | heidi.a.suen@gmail.com | linkedin.com/in/hsuen | 7788669298

UX/UI designer with 3+ years working in HR, health and auto-industry SaaS products. Product mindset supported by marketing background and startup experience. Currently based in Richmond, BC.

WORK HISTORY

Product Designer | Future Fertility

Jan 2026 – Jun 2026, Toronto, ON (Remote)

Collaborated with a senior designer to build a front-end dev space, transforming annual milestones into monthly outputs. Assisted a new integrated product to increase retention of core underserved user base.

Junior Product Designer | Leadbox

Jun 2025 – Dec 2025 (Contract), Vancouver, BC (Remote)

Redesigned IMS to improve search time (18%), media (11%), and listing (5%). Worked with PMs and devs to design a transcription product from 0-1, improving lead conversion by 4% with KPI assisted follow-ups.

UX/UI Designer | Resonant Solutions

Jun 2024 – Jun 2025 (Contract), London, ON (Remote)

Developed a style guide with 100+ components. Built customer demos to secure clients. Redesigned candidate sign-up and file management, increasing account creation (12%) and upload rates (17%).

Web/UX/UI Designer | Focal

Jan 2023 – Oct 2023, Victoria, BC (Remote)

Worked with freelance photographers to build SEO optimized portfolios. Designed an AI-assisted blogging tool that increased self-serve user activation rate from 10% to 70% and resulted in 1.6 blogs per total user.

SKILLS

Research || User research, A/B testing, Usability testing, Data analysis
Design || Figma, Adobe Suite, Claude, Wireframing, AI prototyping, Web & mobile, Design systems
Collaboration || Stakeholder management, Project management, Localization, Workshop presentation

EDUCATION

B.Comm in Marketing & Data Analytics | University of British Columbia

2016 – 2022