

# Jianing (Lily) Wang



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## Education

### Master of Information in User Experience Design

University of Toronto

Sep 2023 - Jun 2025

- CGPA 4.0/4.0; Fundamentals of User Experience, Information Architecture, User Interface Design, User-Centred Information Systems, Computational Thinking, etc.

### Honors Bachelor of Arts in Digital Enterprise Management Specialist

University of Toronto Mississauga

Sep 2019 - Jun 2023

- Graduated with High Distinction; CGPA: 3.69/4.00; Dean's list scholar 2021 - 2023
- Certificate in Media Skill; Digital Marketing, Human-Computer Interaction, Project Management, Speculative Design, etc.

### Certificate in Digital Communication

Sheridan College

2023

- Web Design, Design and Implementation of Multi-Media Documents, Designing Interactive Books, Design Thinking, Practice of Animation, Practice of Design, Inclusive Design, etc.

## Experience

### User Experience Designer | Ontario Public Service, MPBSDP

August 2025 - August 2026 / Toronto, ON

- Designed end-to-end user experiences for centralized digital permitting platform, creating service maps, user flows, and high-fidelity interfaces for 11+ mining-related permits, translating complex business and operational requirements into intuitive digital experiences.
- Designed and documented 150+ error-state experiences across the digital products, ensuring consistent system feedback, accessibility compliance, and complete user journey coverage, while reviewing mobile interface designs created by fellow co-op designers to identify UI inconsistencies and improve cross-platform design quality.
- Supported the design and enhancement of a SharePoint-based internal CRM while coordinating SSL certificate renewals and monitoring PKI-related incidents, contributing to secure digital services and incident reporting.

### User Experience Designer Coop | Ontario Public Service, MCCSS

May 2024 - Dec 2024 / North York, ON

- Designed user interfaces, user flows, high-fidelity prototypes, and 20+ responsive HTML email templates for the MyBenefits platform using Figma and HTML/CSS, delivering accessible, user-centered experiences aligned with Ontario government design standards.
- Produced interactive prototypes in Axure to communicate complex user journeys, facilitate design reviews, and lead design handoff sessions with developers, business analysts, and cross-functional stakeholders, supporting successful implementation across multiple government initiatives.
- Created presentation materials, visual assets, process diagrams, and timeline graphics for stakeholder presentations and internal events, while reorganizing legacy design files and documentation to improve design consistency and cross-team collaboration.

### Information and Resource Administrator | UofT, iShcool Careers Office

Sep 2023 - April 2024 / Toronto, ON

- Managed digital resources across Symplicity, Quercus, and OneDrive while designing the co-op student handbook and visual communication materials, improving information accessibility and consistency across career resources.
- Produced 50+ mock interview resources using AI-generated video interviewers, introducing AI-enhanced learning experiences to support students' interview preparation.

## Skills

App/Website Design  
Branding  
Design Systems  
Design Thinking  
Inclusive Design  
Information Architecture  
Multimedia Doc Design  
Mockups/Prototypes  
Storyboarding  
User Flows  
Wireframes

Competitor Analysis  
User Research  
User Interviews  
Persona  
Empathy Mappings  
Journey Mappings  
Usability Testing  
Tree Testing

HTML/CSS  
Data Analysis  
Data Visualization  
Project Management

## Tools

Figma  
Adobe XD  
Adobe Illustrator  
Adobe InDesign  
Axure  
Balsamiq  
Canva  
Miro  
Apple Pages

Hootsuite  
Microsoft Office  
MailChimp  
Jira

Adobe Dreamweaver,  
FlowXO, Sublime,  
WordPress, Bootstrap,  
App Inventor,  
Thunkable, A-frame,  
SQL, Python

Optimal Workshop  
Google Analytics  
Tableau

## Marketing Coordinator | Univerus

Jan 2023 – Aug 2023 / Toronto, ON

- Designed 250+ digital marketing assets, social media visuals, and email campaigns using Canva, Adobe Illustrator, Hootsuite, and Mailchimp, maintaining brand consistency across multiple communication channels.
- Collaborated with cross-functional stakeholders from 8 global subsidiary offices to develop creative campaigns, present marketing concepts, and align brand messaging across international teams.
- Analyzed monthly social media performance and produced data-driven reports to evaluate campaign effectiveness, identify growth opportunities, and inform future content strategies.

## Communication Intern | UTM ICUBE

May 2022 – Jul 2022 / Mississauga, ON

- Designed 150+ digital marketing assets, brochures, media kits, and social media visuals using Adobe Illustrator and InDesign, delivering brand-aligned visual communication materials for partner companies.
- Collaborated on end-to-end event planning and execution, producing promotional materials and visual assets that supported successful outreach, stakeholder engagement, and event delivery.

## Volunteer Coordinator | ASDAN

Nov 2020 – Dec 2025 / Remote

- Coordinated and mentored 75+ volunteers by delegating responsibilities, overseeing volunteer initiatives, and providing constructive coaching and performance feedback to support effective program delivery.
- Developed 200+ pages of educational materials for students in Grades 3–6, applying content organization and visual communication principles to create engaging learning resources aligned with curriculum standards.

## Projects

### Ontario Centralized Digital Permitting Services (CDPS) Platform

End-to-end service mapping & UX/UI design / Government digital transformation project

- Designed end-to-end user experiences for CDPS platform, creating service maps, user flows, high-fidelity interfaces, and over 150 error-state experiences for 11+ mining-related permits, translating complex business and operational requirements into intuitive digital experiences.
- Synthesized stakeholder workshops, business requirements, and operational workflows into future-state UX solutions, including design the workflow for the Ministry of the Environment, Conservation and Parks (MECP) to improve usability, accessibility, and design consistency across the platform.

### Ontario MyBenefits Website

Responsive website UX/UI design / Government digital transformation project

- Designed responsive high-fidelity prototypes for mobile and desktop experiences, applying user research findings and usability insights to create accessible, user-centered interface solutions for the platform.
- Collaborated with cross-functional teams to translate business and technical requirements into implementation-ready designs, facilitating design handoff sessions and reorganizing legacy design assets to improve long-term design consistency.

### MADLab University of Toronto Mobile App

End-to-end mobile app UX/UI redesign / Launched Product

- Led the end-to-end UX redesign of the MADLab UofT mobile application, reimagining the home experience through improved navigation, information architecture, onboarding, and home screen customization.
- Conducted iterative usability testing, synthesized user and client feedback, and refined resource organization, icon sizing, and personalization features to create a more intuitive and user-centered mobile experience.
- Produced wireframes and high-fidelity prototypes in Figma, translating validated design concepts into development-ready solutions. Collaborated with developers throughout implementation, contributing to the successful launch of the redesigned mobile application, now publicly available for download.

### BrewChat

End-to-end product & UX/UI design / Launched startup app

- Led the end-to-end UX design of a social networking platform for students and early-career professionals, defining product strategy, user needs, and core features through competitive analysis and user testing with 100+ participants.
- Designed the product's brand identity, user flows, and high-fidelity prototypes in Figma, collaborating closely with developers to bring the product from concept to launch. Contributed to the successful release of BrewChat, now publicly available for download, featuring smart matching, interview preparation resources, and event-based networking.