

# Kaitlyn Duan, Product Designer

kaitlynduan.site  
kaitlyn.duan27@gmail.com  
+1 6478062757

## EDUCATION

**University of Waterloo /** Statistics Major, Economics Minor

2024-2029

Coursework in statistics and data analysis, building a strong foundation in user behavior modeling, decision-making, and data-driven design.

## WORK EXPERIENCE

**ITSP/** Product Design Intern

MAY 2025 - JULY 2025

- Led **UX research and homepage redesign** for ONroute's new website, boosting **usability by 27%** and cutting **service search times by 50%+**.
- Directed the **redesign of Kensington Tours' customer database**, introducing **role-based views** that reduced **search time by 57%** and improved **cross-team efficiency**.
- Delivered a **configurable UI for Panasonic's Kitchen Display System**, streamlining workflows and reducing **order errors by 30%+**.
- Built **scalable design systems** across projects, reducing **design-to-dev handoff time by 40%** and enabling future **product adaptability**.
- Championed **iterative testing with stakeholders**, uncovering workflow gaps early and ensuring **high adoption rates** post-launch.

**ITSP/** UI/UX Design Intern

JUNE 2024 - DEC 2024

- Integrated **AI-assisted prototyping and research tools**, reducing **research synthesis time by 35%** and accelerating **design iterations**.
- Collaborated with engineers to embed **AI-driven design system validation**, cutting **rework cycles by 30%** and improving **accessibility compliance**.
- Conducted **AI-supported user testing and data clustering**, uncovering behavioral patterns that increased **task completion rates by 20%**.

**Awowogei Arts /** Founder

2020-2022

- **Founded an online business** selling custom prints on a self developed user-focused website.
- Started a Discord community to better understand users and collect feedback, growing **ARR to \$6000/month**.
- Applied **search query analytics** to optimize discoverability, increasing **organic search results by 60%..**
- Used **trend analytics** to identify growth opportunities, increasing **followers by 500%+ to 100k+ in one month**.

## SKILLS

**Tools:** Figma, Sketch, Adobe XD, User Testing, Zeplin, Adobe Creative Studio

**Technologies:** React, HTML/CSS, Python, C++, OpenAI, Copilot, Lovable

**Design:** Product Thinking, Information Architecture, User research, UX strategy, Interaction Design, Prototype