

Harriet Wang

harriettwang.com
harriettzw@gmail.com
(858) 900-6508

Intuit, Senior Product Designer

San Diego, CA, Sept 2023 - Present

- Streamlined and templated a scalable 3rd-party app integration experience across Mailchimp and QuickBooks — reduced customer drop-off by 15% and accelerated engineering dev time.
- Led research and design for multi-channel document import across major financial institutions (BMO, Fidelity, Schwab) — partnered with my PM to win Senior VP prioritization and secure long-term institutional contracts.
- Own the end-to-end bank connection experience — education, error states, and a documented design framework — partnering with engineering and PM to govern consistency across Intuit's connection surfaces.

Route, Senior Product Designer

Santa Monica, CA, March 2021 - July 2023

- Led designs and experimentations in close collaboration with Engineering, Data, and consumer success, grew in-app shopping engagement by 20%, increased social sharing by 200k, and drove 70k App downloads.
- Scaled design system, delivered animations, and led accessibility design.

Composite Apps, Product Designer

Irvine, CA, May 2020 - March 2021

- Designed healthcare SaaS platform for the VA and 50+ hospitals, led design handoffs cross time zones.
- Shipped iOS and Android vaccination appointment App, successfully scheduling 150k+ COVID first responders.

Education

University of California, San Diego, B.S.

Human Computer Interaction
with a minor in Computer Science

Internship

American Express

Undergraduate UX Design

Academics at UCSD

Comparative Cognition Lab
Student researcher

Cognitive Science Department
TA for *Statistical Analysis in R*

Skills

Journey mapping
Rapid prototyping
Usability testing
Heuristic evaluations
Competitive analysis
Data analysis · Amplitude
Figma · Adobe Creative Suite
Python · HTML/CSS
AI-assisted workflows · Claude