

jdw16@sfu.ca LinkedIn 🗹 Portfolio 🗹

## Education

## SIMON FRASER UNIVERSITY

BSc in Interactive Arts and Technology (2021-Present)

## Software Proficiencies

Figma	3 YEARS
Photoshop	4 YEARS
Illustrator	2 YEARS
After Effects	1 YEAR
Premiere Pro	1 YEAR
Clip Studio Paint	2 YEARS

# Coding

Python	Short scripts, machine learning, model training, generative artwork.
Java	Java application and android development.
HTML/ CSS	Experience in building from visual designs.

## Relevant Skills

UX/UI Design

High Fidelity Prototyping

Design Research

Content Planning

Sketching

**Digital Illustration** 

# **Projects and Experience**

## 2024

#### WEALTHSIMPLE REDESIGN FOR LEARNERS

AUGUST -DECEMBER

- HCI Analysis Research and Writing, Interface Design ■ Conducted in-depth HCl analysis to reframe Wealthsimple as a learning
- Designed and iterated high-fidelity UI prototypes using Figma to enhance user experience and engagement.

#### NOVEMBER -DECEMBER

#### VENDING MACHINE COMPUTER VISION MODEL

ML Model Training and Implementation

tool for financial investors.

- Trained YOLOv8 computer vision model on hand gestures dataset.
- Implemented CV model as a hand gesture based control scheme for a virtual vending machine.

#### JULY -AUGUST

#### **GOODLY WEBSITE DESIGN EVALUATION**

Usability Evaluation, UI Design, Project Proposal

- Conducted usability studies to identify pain points on Goodly's website to improve content management and promote company vision.
- Developed a redesign proposal, creating high-fidelity prototypes in Figma to enhance user workflows on website.

#### MAY -**AUGUST**

#### WHISKR - CAT CARE ASSISTANT

Mobile Application Concept, Hi-Fi Prototyping, UX Design

- Designed a mobile app prototype to guide first-time cat owners with task-based learning and achievements.
- Created interactive prototypes in Figma, focusing on usability and accessibility for new pet owners.

#### MAY -AUGUST

#### PAJO'S EVENT DISPLAY PROPOSAL

Illustrated Mockups, Physical Display Ideation and Theme Design

- Internship project at Pajo's Fish & Chips restaurant for anniversary
- Proposed multiple themed physical displays with digital illustrations and site mockup visualization.

KLANGGG FESTIVAL MICROSITE DESIGN

# 2023

MARCH -

APRIL

Event Landing Page, Art Direction, UX Design

- Project lead in creating an opera event landing page with original art direction and engaging UX interaction.
- Team management for week-to-week task deliverables