

Alex Luowan

alexluowan.ca

aluowan@sfu.ca

778-927-8806

Skills

Industry Knowledge

Product Design
Interaction Design
Visual Design
Wireframing
Prototyping
UX Copywriting
HTML/CSS/Javascript

Tools

Figma
ProtoPie
Origami Studio
Photoshop
Premiere Pro

Language

Native: English and Chinese (Mandarin)
Other: Japanese (Basic)

Education

Simon Fraser University

Expected Graduation: June 2025

Bachelors of Arts
Interactive Arts & Technology Major
Design Concentration
Print and Digital Publishing Minor
Innovation and Entrepreneurship
Certificate

Interests

Photography
Outdoor Activities
Cooking
Design Trends

Design Experience

PRODUCT DESIGNER / November 2023 - December 2023

88rising

Redesigned and developed a fresh visual identity and website experience for a record label using Figma, aiming to enhance fan engagement and capitalize on the business' unique selling proposition.

Organized and executed 14 fan interviews and 89 fan surveys to obtain insights into the characteristics of our target users.

Facilitated internal design sprint workshops to uncover insights and generate concepts. Supported user experience research and contributed to the project's brand strategy.

PRODUCT DESIGNER / January 2023 - April 2023

Brian Jessel BMW

Designed an exclusive Brian Jessel BMW gift box using Figma, serving as a distinct and memorable touchpoint for customers into the luxurious "Brian Jessel" lifestyle.

Conducted on-site ethnographic fieldwork, user research, and in-depth interviews to gain valuable insights from both customers and staff.

Led a collaborative design sprint and participatory workshop between Brian Jessel's Marketing team and customers, utilizing Miro for discussions

VISUAL DESIGNER / March 2022 - April 2022

Fondazione Prada

Directed and crafted a captivating visual brand identity for the "Give Me Yesterday" exhibition hosted at a museum in Milan, Italy. Utilized Figma to create a diverse range of art directions and assets, enhancing the overall aesthetic and impact of the exhibition.

Researched, sketched, mapped, and prototyped an expressive pre-exhibition microsite, enhancing the user experience during microsite browsing.

Orchestrated the generation and selection of a final design direction for a client's microsite following extensive research and team discussions.

Volunteer Experience

SPONSORSHIP COORDINATOR / Oct 2020 - 2021

SFU Anime Club

Managed and secured sponsorships from major contributors such as Telus, Gongcha, and Fantuan for significant events (i.e. Summerfest, and Icebreakers)

Crafted compelling and tailored sponsorship proposals, aligning sponsors' brands with the events' objectives and target audience.

Thoroughly oversaw the end-to-end sponsorship process, from identifying potential sponsors to finalizing agreements.

Exceeded anticipated funding targets by an impressive 20%, showcasing the ability to not only meet but surpass established goals.