

## Experiences

### Multidisciplinary Designer | Simon Fraser University, Touchpoint Design Conference

Nov 2025 - Present

- Invited by faculty and conference managers to develop the brand identity and art direction for SFU's annual design conference, Touchpoint 2026, in collaboration with two other designers.
- Co-leading the design and launch of the conference website from concept to implementation, defining content hierarchy, interaction patterns, and visual language.
- Overseeing the production of the conference's physical and digital assets.
- Developing a marketing strategy to promote the event across digital platforms and campus channels.

### Product Designer & UX Researcher | Vancouver Aquarium

Sept 2025 - Dec 2025

- Designed a physical activity booklet from ideation to final recommendation, now pending approval by aquarium programs.
- Synthesized insights from 3 in-person field studies, 30+ interviews, and 2 co-creation workshops with visitors and staff to identify key areas for improving the guest experience and prioritize user pain points, guiding resources toward high-impact design solutions.
- Led a team of 5 in developing the booklet's visual and content design, ensuring alignment with company's goals and audience needs.

### Digital Design Communications Specialist | Fraser Health Authority

Jan 2025 - Aug 2025

- Designed and shipped 100+ digital and print assets, including 5 major projects within 8 months, using Adobe Creative Suite in alignment with company visual style guidelines.
- Assessed opportunities for improvement and delivered client-focused design recommendations to guide strategic, high-impact solutions.

### Director of Design | CaselT 2025 - SFU International Business Case Competition

Jul 2024 - Jun 2025

- Led the creation of the CaselT 2025 brand identity, establishing the visual style guide for all marketing collateral.
- Demonstrated systems thinking by standardizing 20+ components into a modular, reusable system for the website prototypes from 0 to 1.
- Directed the creative strategy for visual and content design, driving 120% increase in engagement and 20% growth in Instagram followers within 3 months.
- Spearheaded the design and outreach for all CaselT 2025 merchandise, expanding the lineup by 4 items and achieving 15% cost savings.

### Marketing Design Associate | CaselT PIVOT 2024

Oct 2023 - Mar 2024

- Produced two video reels using AfterEffects and Illustrators' 3D render, generating over 8000 views.
- Designed printed materials (brochures, name badges, name plates, and certificates) and digital contents using Figma.
- Collaborated with stakeholders in brainstorming the marketing strategy, resulting in a 30% increase in engagement and 18.4% increase in social media account's followers.

## Education

### B.Sc Interactive Arts & Technology | Simon Fraser University

Expected graduation: Spring 2027

- Concentration in Interaction Design and AI & Data Science for Human-Centred Systems
- Charles Chang Certificate in Business Entrepreneurship and Innovation

## Skills

**Skills:** • Graphic Design, Illustration, UI Design, User Research, Prototyping, Design Systems, Content Design, UX Copywriting, Project Management, Marketing and Communication, Creative Strategy, Data Visualization

**Tools:** • Adobe Creative Suite (InDesign, Illustrators, AfterEffects, Photoshop, Premier Pro), Figma, HTML/CSS, JavaScript, React, React Native, Protopie, Miro, Microsoft Office,