



peterluk.ca  
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## PETER LUK

user experience designer  
digital marketer

### Selected Experience

#### Software used:

Adobe Photoshop, Adobe Illustrator, Axure, Google analytics, Twitter, Facebook Ads, Instagram,

#### Languages:

HTML5/CSS3, Java, JQuery, JavaScript

#### Software used:

Adobe Photoshop, Adobe Illustrator, Axure, Google analytics, Google Adwords, Marketo, Hootsuite

#### Languages:

HTML5/CSS3

#### Software used:

Microsoft Excel, Facebook Ads, Twitter, Google Analytics, Google Adwords, MailChimp, Adobe Photoshop,

Since at a young age, long before I stumbled upon the term UX design, I've always been fascinated by how individuals interact with technology and everyday products. My love for observing people's abilities to problem solve with the tools given to them made my discovery for the field of UX design that much more significant. I realized it was possible to actually have a career where I could follow my passion for UX design and do what I love.

### Blockclub Studio

Founder

Jan 2014 - Present

Founded and created a platform that allows webcomic lovers to create, upload, and share their work across the web. The platform can be used by indie game makers, webcomic writers, vlog makers, or general public to view their favorite series. The goal is to help local talents reach out to the world and gain a substantial fan base.

Create and present UX deliverables such as wireframes, prototypes and final mockups to effectively communicate interaction and design ideas.

Research on market segmentations, identify the current market trend and adapt relative design to the potential market. Collaborate with comic creators to enhance on the user's satisfaction.

Worked with product & research team to define research methodologies and participated in user testing or fieldwork and the presentation of findings as required.

Design web, mobile and social experiences.

### Evilnut Technology

Digital Marketing Coordinator & UI Designer

November 2014 - May 2015

Developed and executed digital marketing campaigns for Evilnut's services and events.

Designed and implemented wireframe sketches and high fidelity prototypes through frequent collaboration with developers. I went through the design process of this project with a team of designers and developers. At the end of the project, we were able to create an interactive prototype and do field testing with it.

Managed the planning, communications, logistics and execution of Evilnut's Government funding announcements and other events.

Executed Google Adwords PPC campaigns as well as analyzed web traffic and data, using Hubspot, Marketo and Google Analytics.

Worked with product & development team to create the 2015 launch event which increased company's exposure by 25% and drove traffic up by 5%.

### Cymax

Marketing Coordinator

December 2013 - September 2014

Built, identified and maintained online strategy for clients via Facebook, Twitter, Instagram, Pinterest, LinkedIn, Tumblr.

Monitored benchmarks and measured impact of social media initiatives as well as setting up email templates and webforms design & write copy for emails.

Worked jointly with IT and Merchandising to constantly improve the quality and performance of the landing pages, and to increase conversion rates. Managed and optimized the company's dynamic display remarketing campaigns, and created AdWords script to facilitate keyword expansion.

Coordinated the implementation of Universal Analytics and Enhanced Ecommerce through Google Tag Manager, by thoroughly planning out necessary data layer structure across all page types.

Daily use of: DoubleClick Search, Google AdWords, Microsoft Excel, IBM Cognos, Google Analytics, Google Tag Manager, Facebook Ads.



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## Academic Experience

### Web Design for City Studio-Retrofitting 101

October 2015- March 2016

For a second year information design, my team and I were tasked to design and develop a responsive website that is user friendly and easy for those wishing to learn more about retrofitting and how it may benefit them. Through researching on data provided by City hall of Vancouver, we were able to generate multiple personas which our design were based upon.

- As one of the UX / UI Designer in the team as well as the main graphics designer,
- Created up to 50 low-fidelity wireframes using Axure to envision optimal user-interaction
  - Conducted user research (detailed types of research to better understand audience)
  - Was solely responsible for the entire visual design component of the project

The design process consists of up to 50 detailed low fidelity wireframes in the early stages to help identify the best way for the users to interact with the website.

## Freelance Experience

### User Experience Design for City of Coquitlam-Performance Evaluation

January 2016- Present

Given the task to redesign the performance evaluation forms for the recreation department at the City of Coquitlam.

-gone through multiple mid -range fidelity revisions of the performance evaluation forms in order to find the most efficient way for the instructor to fill in the forms in the shortest amount of time.

-Met with multiple instructors to get a better sense at how the process is done and how it would benefit them and the other end reading the forms.

-High fidelity mock ups for the project was done using Adobe Illustrator and Adobe Photoshop. And was presented to the entire department of Coquitlam's Parks and Recreation.

## Skills

### User Experience

experience design, interface design, user persona, user journey, information structure

### Technical Skills

html, css, jquery, google analytics, adobe suite, marketo, google adwords, microsoft office

## Education

### Simon Fraser University

School of Interactive Arts and Technology

My discovery of my passion and the school of Interactive Arts and Technology specifically has been a winding road to say the least. Started out with science and transferred into Business, yet still weren't so sure that I wanted to pursue a career in that field. It was when I discovered SIAT that I truly found my passion. The journey to get to where I am have made me wiser, smarter, and a better designer.