



PETER LUK

user experience designer
digital marketer

Selected Experience

Software used:

Adobe Photoshop, Adobe Illustrator, Axure, Balsamiq, JIRA,

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.

Black Berry

Interaction Designer Intern

September 2016 - Present

Worked daily with an agile team of developers and designers to determine, communicate, and QA test web UI and functionality as well as further investigating into old JIRAs for revision.

Developed and delivered wireframes, process flows, mock ups, user journey prototypes and site maps to support development team.

Led usability research to observe patterns in users' interactions as well as creating the beta test survey for gathering further data on potential users.

Conducted and delivered findings of user testing to help the team identify users' challenges and feedback on authentication project.

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

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

Interaction Designer (Contracted) for Maximizer Software Inc.

April 2016- July 2016

Contracted to implement a redesigned interface design for Maximizer CRM's software. Responsible for initial prototypes to final visual design. Rapid prototyping with Axure based on the research and needs given to me by the product manager.

Conceptualized with Product Manager to fabricate and prototype an intuitive user experience and clean user interface.

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.

Personal Projects

Blockclub Studio

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.

Skills

User Experience

experience design, interface design, user persona, user journey, information structure, HCI , Information architecture, surveys, interviews

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.