

SUMMARY

Currently developing a strong foundation in web design and UX design as an innovative, versatile, and open-minded Interactive Art and Technology student at Simon Fraser University. Motivated designer who strives to improve user experience through practicality and usability. Knowledgeable in design thinking principles and user research methodologies to design with informed decision making.

SKILLS

Design	Interaction Design, Graphic Design, Web Design, User Interface Design, User Research, Prototyping, Wireframing, Heuristic Evaluation
Technical	Figma, ProtoPie, Adobe Illustrator, Adobe InDesign, HTML/CSS

ACADEMIC EXPERIENCE

UI Designer - SenioWell Mobile Application

Oct 2023 - Dec 2023

- Led a team of three to design a mobile app prototype in Figma and ProtoPie, to encourage seniors to complete physical exercises.
- Established a branding guide that defined the product's layout design, typography and colour palette, ensuring an overall cohesive look and feel.
- Developed user flows to ensure all team members grasp the clear steps for users to engage in their workouts

Web Designer - Quebec Winter Carnival Website Redesign

Jul 2023 - Aug 2023

- Led a team of four to develop three tourist webpages, featuring interactive maps to highlight key activities.
- Reviewed the website and discovered that the map interface's shortcomings, identifying areas for visual and interaction improvements, that were backed by user studies.
- Enhanced website functionality by applying CSS margin and padding properties to create white space around key elements to improve readability for users.

HACKATHON EXPERIENCE

UX/UI Designer - Eunoia UX Hackathon: Pom & Chi

April 2022

- Led a team of three by delivering a compelling client presentation devising an actionable plan to implement strategies on creating product showcase videos, improving client engagement.
- Engaged in client interviews with over 15 interviewers by conducting surveys to gain insights to client needs.
- Analyzed competitors' websites to identify market opportunities, enhancing client's business strategies by prioritizing affordability and highlighting the benefits and features of best-selling pet products.
- Developed homepage wireframes for client feedback and iterated to meet expectations.

EDUCATION

Simon Fraser University, Surrey BC

May 2022 - Current

Bachelor of Science, Interactive Art and Technology

Fraser International College, Burnaby BC

Sep 2020 - Apr 2022

Foundation program in Computing Science