

# JEREMY LAN

## GET IN TOUCH

 [jeremylan.design](http://jeremylan.design)

 [dribbble.com/jeremylan](https://dribbble.com/jeremylan)

 [behance.net/jeremylan](https://behance.net/jeremylan)

 [linkedin.com/in/jeremylan](https://linkedin.com/in/jeremylan)

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## QUALIFICATIONS

Photoshop      js/html/css

Illustrator      Angular

InDesign      Unity 2D/3D

AfterEffects      C++/C#

Zeplin      Bootstrap

Sketch      Git

Maya      Swift

## WHAT I DO BEST

Motion Design      Typography

UI Design      Branding

Game Design      Illustrations

## EDUCATION

**Basc Mechatronics University of Waterloo**

## WORK EXPERIENCE

### Uken Games

Jan - April 2017

UI/UX & Game Designer

**Increased revenue by 150%** by identifying monetization opportunities with large **scale A/B tests**

**Increased D7 retention by 40%** by designing PvP onboarding experience.

**Created Illustrations** to upsell in-game sales, sprite sheets and animations using Photoshop and AfterEffect and executed in Unity.

**Improved 4.5 star store rating** by analysing hundreds of user feedbacks and retifying key pain points in core game controls.

### Boltmade (acquired by Shopify)

May - Aug 2016

UX Researcher & UI Designer

**Secured \$200 000 investment** for the client by redesigning UX/UI of client's MVP into a desktop and mobile friendly product.

**Employed** dairy study, one to one usability test and SUS to create a rock solid design affordance.

**Worked closely** with the developers to build multiple "Kik" bots, generating up to **100 000 DAU**.

### RedLab (Manulife)

Sep - Dec 2015

Prototype Solution Designer/Developer

**Explored** emerging technologies to improve financial services, gamified the process of saving using variable rewards and stored value concepts.

**Build 6 iOS/Web apps** in an agile team environment using Ionic framework, Swift and AngularJS.

Increased public awareness at WaterlooHacks by creating a **responsive AA WCAG** landing page for the REDLab using html/css.

## EXTRACURRICULAR

### University of Waterloo EngPlay

May 2017 - present

Art & Marketing Director

Leveraged public awareness of EngPlay through guerilla marketing, brand design, posters, and created the ticketing logistics/UX from scratch.

### Wheelo

Jan 2017 - present

Founder/Designer/Mobile Developer

Helping UW and Laurier students plan and travel at a low price in between Cities. Identified pain points and defined target users' needs to provide the fastest tool to find a carpool.

### BrightBox (1st Place UofTHacks)

Jan 2016

Designer/Developer

Built an android app and IoT device that are used in tandem to control house lighting from anywhere in the world. Targeted millions of households by creating a cheaper and more user friendly alternative to the competition.