

JEREMY LAN

GET IN TOUCH

 jeremylan.design

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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.