# Hi.

## I am Jeremy Lan

passionate UI/UX designer from The University of Waterloo who has his roots in both Arts and Engineering. Constantly driven to turn complex problems into elegant and artful practicalities.

## Find me here

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- ◎ instagram.com/jeremylanhp
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## Skills

( UI/UX )  ( Product design )

( Sketch )  ( Illustrator )

( Photoshop )  ( Invision )

( AfterEffects )  ( Framer )

( HTML/CSS )  ( Bootstrap )

( Unity3D/2D )  ( Maya )

## Education

University of Waterloo
B.ASc Candidate, grad 2019
Engineering, Honours Co-op

### Product designer   Shopify

Wireframed and prototyped new features and components for Polaris design system.

Optimised UI of recommender system for web and mobile using visual design heuristics and A/B testing.

Led bi-weekly meetings with stakeholders across e.g: PMs, designers, content strategists and engineers across multiple teams, ensuring deliverables of projects are met in time.

Worked with multiples team, leading the visual design of marketing campaigns on the admin home page.

### UI/UX designer   Uken games

Increased revenue by 150% by identifying monetization opportunities through extensive large scale A/B tests.

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

Created Illustrations for in-game sales, sprite sheets, animations and interfaces for major in-game features

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

### UI designer   Boltmade

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

An employed dairy study, one to one usability interviews and SUS to ensure high usability of client's software.

Created style guides for large-scale B2B SaaS to document design rationals using Sketch and InDesign.

Held weekly demos to demonstrate the progress of the project to clients.

EXTRACURRICULAR

### Designer developer   Wheelo

Created mockup and visual laguage for fundamental features

Identified pain points and defined target users' needs to provide the fastest tool to find a carpool.

Developed app using in HTML/SASS and Javascript.

### Designer   University of Waterloo Blueprint

Designed web and mobile apps for charity and non-profit organisations.

Created posters for events