JEREMY
LAN

GET IN TOUCH

⌂ jeremylan.design

dribbble.com/jeremylan

Bē behance.net/jeremylan

in linkedin.com/in/jeremylan

☏ 5197298382

✉ jyylanhi@uwaterloo.ca

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
UI/UX & Game Designer — Jan - April 2017

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)
UX Researcher & UI Designer — May - Aug 2016

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)
Prototype Solution Designer/Developer — Sep - Dec 2015

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
Art & Marketing Director — May 2017 - present

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

Wheelo
Founder/Designer/Mobile Developer — Jan 2017 - present

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)
Designer/Developer — Jan 2016

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.