

JEREMY LAN

GET IN TOUCH

 **jeremylan.design**
 **dribbble.com/jeremylan**
 **behance.net/jeremylan**
 **linkedin.com/in/jeremylan**
 **5197298382**
 **jyylanhi@uwaterloo.ca**

QUALIFICATIONS

PHOTOSHOP JS/HTML/CSS

ILLUSTRATOR ANGULAR

INDESIGN UNITY3D

AFTEREFFECTS C++/C#

ZEPLIN BOOTSTRAP

SKETCH GIT

MAYA SWIFT

WHAT I DO BEST

MOTION DESIGN TYPOGRAPHY

UI DESIGN BRANDING

GAME DESIGN ILLUSTRATION

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 and 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.

BOLTMAD (ACQUIRED BY SHOPIFY)

UX Researcher & UI Designer
May - Aug 2016

Secured \$200 000 investment contract for the client by redesigning UX/UI of client's MVP into a modern looking, 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

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/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.