

JEREMY LAN

GET IN TOUCH

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WHAT I DO BEST

Motion Design Typography

UI Design Branding

Game Design Illustrations

TOOLS

Photoshop HTML/SASS

Illustrator Javascript

InDesign Unity 2D/3D

AfterEffects C++/C#

Zeplin Bootstrap

Sketch Git

Maya Swift

EDUCATION

University of Waterloo

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

WORK EXPERIENCE

UI/UX & Game Designer Uken Games

Jan - April 2017

- **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 and 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.

UX Researcher & UI Designer Boltmade

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 interviews** and **SUS** to ensure high usability of **large scale B2B software**.
- Worked closely with the developers to build multiple **"Kik" bots**, generating up to **100 000 DAU**.

Prototype Solution Designer RedLab

Sep - Dec 2015

- Explored emerging technologies to improve financial services, gamified the process of saving using **variable rewards** and **stored value concepts**.
- **Built 6 iOS/Web apps** in an agile team environment using Ionic framework, **Swift** and **AngularJS**.
- Increased public awareness at by creating a **responsive AA WCAG landing page** for the REDLab using **html/css**.

PROJECTS

University of Waterloo EngPlay Marketing

May 2017 - present

- Leveraged public awareness of EngPlay through **guerilla marketing, brand design and posters**.
- Built the ticketing experience and website in **7 days**.

Wheelo Interaction Design

Jan 2017 - present

- Identified **pain points** and defined target users' needs to provide the fastest tool to find a carpool.
- Developed **cross platform** app using **ionic** framework.

DinoPanic Indie Game

Jan 2017

- Used **HCI best practices** and **game level design principles** to create game mechanics.
- Created **3D assets** in **Maya** and developed in **Unity**.