Profile

A fourth year Interactive Art and Technology student strives to create and improve interaction and digital experience through human–centred designs. Passionate about create designs that are aesthetically pleasing and commercially viable, aligning user experience with business goals.

Skills

Design	Process	Tools
Sketching	Research	Photoshop
Illustration	Ideation	Illustator
Visual Branding	Wireframing	InDesign
Interface Design	Prototyping	Figma
Interaction Design	Testing	XD

Design Experience

Freelance Multimedia Designer

Saltus Grammar School

April 2023 – Present

- Producing a wide range of visual graphics for school use, including promotional materials, presentations, social media content, and annual campaigns using Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom).
- Effectively communicating with the Director of Marketing in a remote work setting to ensure alignment on design objectives, project timelines, and brand consistency.

Graphic Designer (Co-op)

York House School

September 2022 – April 2023

- Designed over 100 design materials for students and teachers while making sure all of them are professional and appropriate to the school setting and following the brand guideline.
- Created website banner for landing pages, digital mail buttons to ensure a consistent and visually appealing experience across digital platforms.
- Communicated with printing services to get printing proofs for brochures, magazines and secured printed marketing materials on time.

Vice President of Design

Volunteer – SFU LYFE

July 2022 – May 2023

- Directed a team of one design coordinator and two social media coordinators to design marketing materials.
- Customized and optimized the club's website landing pages using Figma and Wordpress for specific event promotions.
- Designed graphics for the new social media's account based on the branding using Figma, which followed by 100+ followers on Instagram.

Academic Experience

Visual Designer

User Experience Design Course

Fall 2024

- Prototyped Bandsintown's new digital platform for local music artists and venues to connect together and schedule performances using Figma and created promotion video using After Effects.
- Assisted in 4 user interviews with current local music artists through Zoom to discover possible touchpoint for the digital experience.
- Led the visuals and interaction for the platform, leveraging user data and academic research to guide the project in the optimal direction.

UX/UI Designer & User Researcher

Interface Design Course

Summer 2022

- Conceptualized and developed a user-friendly mobile application prototype with 2 different user flows in Figma and Protopie to assist solo travellers in securing their safety.
- Conducted on-site interviews with 8 solo travellers to find their goals and challenges.
- Facilitated 4 usability testing sessions with current and prospective solo travellers.

UX/UI Designer

Interface Design Course

Fall 2023

- Collaborated with Heritage Burnaby's curator to redesign their outdated interactive map with a community story-sharing feature, addressing client and user needs.
- Synthesized user research into personas, journey maps, and storyboards to better understand user needs and frame problem space.
- Designed activities to engage user testing participants in contributing their thoughts to the design concepts.
- Built mid-fidelity interactive prototypes for user flow and client-side in Figma.

Other Experience

Orientation Leader

Volunteer – Fraser International College

September 2021

- Supported a group of 20 new college students to adapt to the new academic environment by organizing team-building activities.
- Led a campus tour to help new students find academic resources and support.

Education

Bachelor of Arts, Interactive Arts and Technology Publishing Minor

Simon Fraser University

January 2021 – Expected graduation: June 2024