



Profile

A fourth year Interactive Art and Technology student strives to create and improve interaction and digital experience through human-centred designs. Experienced in visual design, sketching, and visualizing content to best serve users and their needs.

Skills

Design

Sketching
Illustration
Visual Branding
Interface Design
Interaction Design

Process

Research
Ideation
Wireframing
Prototyping
Testing

Tools

Photoshop
Illustrator
InDesign
Figma
XD

Design Experience

Graphic Designer Freelancer

Saltus Grammar School

April 2023 – Present

- Effectively communicating with the Director of Marketing in a remote work setting despite physical distances.
- Producing a wide range of graphics for school use, including promotional materials, presentations, social media content, and digital campaigns.

Graphic Design Intern

York House School

September 2022 –
April 2023

- Switched between different Adobe software like Photoshop, Illustrator, InDesign and Lightroom to edit photos, and create graphics and documents for the school.
- Designed over 100 design materials for the school while making sure all of them are professional and appropriate to the school and following the school branding.
- Communicated with printing services to get printing proofs for brochures, magazines and cards and make sure they are trimmed correctly based on bleeds and crop marks.
- Recreated the marketing materials for the school's on the school branding.

VP of Design

Volunteer – SFU LYFE

July 2022 – May 2023

- Collaborated with a marketing team of 5 members including VP of Marketing and social media coordinators.
- Designed graphics for social media posts and stories based on the branding guideline by using Photoshop, Illustrator and Figma, which increases followers on Instagram.



Projects

Illustrator

Freelance – Bonheur

November 2020 –
October 2021

- Communicated with the stakeholder to create visualization for social media posts based on the branding color.
- Created illustration and story highlights for Instagram by using vector on Figma and drawing on Procreate.

Visual Designer

User Experience
Design Course

Fall 2024

- Introduced Bandsintown's new digital platform for local music artists and venues to connect together and schedule performances using Figma and After Effects.
- Conducted 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 as the lead visual designer, leveraging user data and academic research to guide the project in the optimal direction.

UI/UX Designer & Researcher

Interface Design
Course

Summer 2022

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

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 to connect them together.
- Operated a campus tour to for the new students which helped them know where to find academic resources or support.

Education

Bachelor of Arts, Interactive Arts and Technology Publishing Minor

Simon Fraser University

January 2021 – Expected graduation: June 2024