



Profile

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

Skills

Design

Experience Design
Interaction Design
Interface Design
Visual Branding
Sketching

Process

User Research
Ideation
Wireframing
Prototyping
Testing

Tools

Photoshop
Adobe Illustrator
InDesign
Figma
Adobe XD

Academic Experience

Bandsintown Amplify

User Experience
Design Course
Oct - Dec 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.

Heritage Burnaby Interactive Map

Interaction Design
Course
Sept - Dec 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- Collaborated with Heritage Burnaby's curator to redesign their outdated interactive map with a community story-sharing feature, addressing client and user needs.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.

SafeNomads

Interface Design
Course
May - August 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.



Work 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

Sept 2022 – April 2023

- Designed over 100 materials for students and teachers, ensuring professionalism in a school setting and adherence to the brand guidelines.
- Created website banners for the school's landing page and event pages, and customized digital mail buttons to fit various email settings.
- Communicated with printing services to get printing proofs for brochures, magazines and secured printed marketing materials on time.

Volunteer Experience

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.

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, Major in Interactive Arts and Technology Publishing Minor

Simon Fraser University

January 2021 – Expected graduation: June 2024