



## RODERICK FUNG

Project Manager / Interaction Designer / Developer

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## EXPERTISE



Project  
Management



UX/UI  
Design



Ideation /  
Design Thinking



Business  
Analytics



Web  
Development

## DESIGN EXPERIENCE

### CNBB CONSULTING CORP.

*Service Designer / Manager | June 2015 - Present*

- ▶ Developed new service programs by researching and analyzing sale cycle pain points.
- ▶ Utilize user research methodologies to gather metrics on customer satisfaction ratings.
- ▶ Analyze call-center metrics to optimize operations.

### BDNFACTORY - MIT MEDICAL GRAND HACK VENTURE

*Lead User Experience Designer | May 2016 - Present*

- ▶ Designed a digital program that digitize and condense TBI treatment program based on NICOE guidelines for veterans suffering with traumatic brain injury.
- ▶ Partnership: NICOE (Pilot), Veterans Affairs (MOU), MIT Venture Accelerator Program

### SOCIAL MEDICINE NETWORK OF BC - UBC AFFILIATE

*CTO / Medical Innovation Officer | January 2015 - Present*

- ▶ Developed organizational scope and goals; developed vision revolving around medical technology and medical innovation related fields within organization; designed branding identity and website.
- ▶ Projects: Fentanyl Awareness Documentary with BCCDC, Social Medicine Volunteer Program Outreach

### IHELPHEART - HATCHING HEALTH VENTURE

*Venture Lead & UX Designer | March 2016*

- ▶ Designed a communication and monitoring mobile platform to allow direct communication between patients with chronic heart failure and their specialist clinicians.
- ▶ Pilot: Lions Gate Hospital Cardiology Clinic

### REFUEL MARKETING

*Graphic Designer (Contract) | May - August 2014*

- ▶ Designed and art directed ad campaigns for multiple automotive dealerships; designed brand identities.
- ▶ Clients include: Auto West BMW, Infiniti, Richmond Mini, Performance One

## SKILLS

- ▶ Ruby, HTML, CSS, Javascript, JQuery, React.js, Angular.js, Ruby on Rails
- ▶ Sketch, Balsamiq, InvisionApp
- ▶ Illustrator, Photoshop, InDesign, Lightroom
- ▶ Final Cut Pro, Premiere Pro, Audition
- ▶ Word, Excel, Powerpoint
- ▶ Mac & PC Platforms
- ▶ Fluent in Cantonese & English

## EDUCATION

### CodeCore BootCamp

*Web Development BootCamp*

- ▶ June 2016

### SIMON FRASER UNIVERSITY

*School of Interactive Arts & Technology*

- ▶ Bachelors of Arts, Interaction Design & Media Arts, 2013
- ▶ Blast Editor | 3<sup>rd</sup> Place - Mobile Application, SIAT Showcase 2012
- ▶ Saint Dymphna | Nominated - Moving Images, SIAT Showcase 2012
- ▶ FLEX Lamp | Nominated - Industrial Design, SIAT Showcase 2012

## OTHER EXPERIENCE

### DE-RX PHARMACEUTICAL VENTURE

*Project Manager / Business Analyst | April 2016 - Present*

### ARIA AUTO SERVICE

*Sales and Marketing Coordinator | August 2014 - June 2015*

### RIDE TO CONQUER CANCER

*IT Coordinator (Contract) | May 2014 - August 2014*

- ▶ Coordinated events in Toronto, Calgary and Vancouver

### RF WEDDINGS + MANANETWORK FILMS

*Videographer & Editor | October 2010 - October 2013*

## PERSONALITY



Passionate



Articulate



Inquisitive



Honest



Determined