

XINYAN CHEN

Portfolio

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PROFILE

- As a highly motivated Interactive Media Design student, I possess a strong foundation in UX/UI design, web development, and photography. With diverse work experience in design and customer-facing roles, I bring excellent communication, teamwork, and problem-solving skills. I am eager to contribute to creative teams, develop impactful user experiences, and enhance my skills through a Co-op or internship opportunity. Known for being adaptable, quick to learn, and committed to delivering high-quality results.

PROGRAM-RELATED SKILLS

- Detail-oriented and organized, ensuring high-quality outputs in design and project management.
- Designed user-centered websites and mobile interfaces with a focus on accessibility and usability.
- Proficient in wireframing, prototyping, and creating responsive designs using Figma and InDesign.
- Experienced in developing basic web pages using HTML and CSS.
- Skilled in Adobe Illustrator and Photoshop for designing posters and visual assets.
- Created high-impact designs with a focus on storytelling and visual appeal.
- Developed creative graphic designs that balance traditional and modern elements, particularly for cultural narratives.
- Expert in portrait, landscape, and product photography.
- Knowledgeable in Adobe Photoshop and Lightroom for editing and enhancing images.
- Created compelling photo stories, integrating visual elements to enhance design projects.
- Strong interpersonal communication skills, honed through previous customer-facing roles.
- Collaborative team player, demonstrated through group projects and past work experience.
- Detail-oriented and organized, ensuring high-quality outputs in design and project management.

EDUCATION

Diploma of Interactive Media Design

2024 – Present

Algonquin College, Ottawa, ON

- Relevant Courses: UX Design, Web Development, CMS, Photography, Digital Graphics.

Bachelor of English

2008 – 2012

Guangdong University of Technology, Guangzhou, China

- Courses: Cambridge BEC Business English, Intercultural Communication, Advanced Listening and Speaking, Management of International Enterprises, and more.

WORK EXPERIENCE

Design Supervisor

Jun 2021 – Mar 2024

Citiking (Shanghai) New Material Technology Ltd., Guangzhou, China

- Promoted products to clients through design storytelling and user-centered presentations; guided designers to create trend-based visualizations and crafted engaging pitch decks that communicated product value effectively.
- Directed end-to-end design development from concept to market launch; collaborated with suppliers and factories to adapt and refine designs, ensuring quality and consistency across touchpoints.
- Delivered localized color trend insights (*Color Road*, RENOLIT & CMG); translated global reports into Chinese and presented with tailored case studies, making complex design trends accessible and relevant to clients.
- Led cross-functional collaboration with sales and marketing teams to align on branding, improve client engagement, and strengthen product visibility in competitive markets.

Interior Designer

Apr 2020 – Mar 2021

Dream Design Co., Ltd, Guangzhou, China

- Developed creative concepts, produced layout plans, and co-created proposal presentations to effectively communicate design ideas; supervised visualization and technical designers to ensure accuracy and consistency of renderings and construction drawings.
- Selected and finalized decorative materials, prepared procurement lists, and ensured alignment with project requirements.
- Contributed to concept designs for hotels, supermarkets, offices, and villas, and independently managed a corporate office project from concept to final delivery, including client consultation, design documentation, presentations, and timeline coordination.

Assistant Designer

Nov 2018 – Nov 2019

Sumu (Shanghai) Architectural Design Co., Ltd, Shanghai, China

- Assisted senior designers in developing creative concepts and technical designs for architecture projects.
- Participated in project meetings, providing support in the planning and execution phases. Coordinated with external vendors and managed project documentation.
- Prepared presentation materials for client meetings, showcasing design solutions and ideas.

Training Specialist

Nov 2013 – Jan 2016

Jabil Circuit (Guangzhou) Limited, Guangzhou, China

- Developed and implemented online training modules to onboard new employees.
- Conducted in-person training sessions, ensuring team members understood company policies and safety standards.
- Played a key role in reducing onboarding time by 20% through optimized training processes.

Department Secretary

May 2013 – Nov 2013

PwC Business Consulting (Shanghai) Co., Ltd. Guangzhou Branch

- Scheduled meetings, travel arrangements, and expense reports for department managers.
- Supported department operations by maintaining records and preparing documentation.

VOLUNTEER EXPERIENCE

Community Volunteer - Tax Preparer

Mar 2025 – Apr 2025

Ottawa Chinese Alliance Church Tax Clinic (CVITP), Ottawa, ON

- Assisted low-income families and newcomers with accurate T1 tax return filing, providing both in-person and virtual support while maintaining strict confidentiality of sensitive information.