CARRIE RONG

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514-951-5078

PROJECTS

MAPP   iOS APP DESIGN

— Designed fluid user experiences and case study on iOS mobile platform for tracking daily user locations and activities

— Developed consistent visual branding throughout app and created wireframes, prototypes, and mockups built with Sketch and Illustrator

— Created several features including data visualization, maps, and location recommendations

— Conducted usability testing and surveys across potential user groups to develop user journeys and iterate on feature design

Space Catz   Browser-Based Game

— Illustrated static visual content and sprites for a browser-based game using Procreate and Illustrator, winning prize at McHacks 2019

EXTRACURRICULARS

Physiology Undergraduate League of Students

Web Design & Communications Director   SEP 2018 - PRESENT

— Spearheaded a complete website redesign to improve overall user experience & customer value, leading the growth of PULS's brand and visual identity

— Produced visual content and copy for promotion of events, website content, and social media, developing branding guidelines that were used throughout the creation of deliverable assets

Medical Direction

Vice-President of Communications   SEP 2018 - APR 2019

— Created social media marketing campaigns and copy that were seen by over 2.7K students, while Facebook post engagement increased by 3x over the course of the campaigns

— Designed weekly e-newsletters and digital media to promote events and services, reaching over 1.1K subscribers

EXPERIENCE

McGill Group for Suicide Studies, Douglas Mental Health Institute

Student Researcher   MAY 2019 - PRESENT

— Developed lab techniques related to genomics and RNA/DNA extractions in different mice tissues to investigate the link between depression and the gut-vagus-brain axis

Sequence Production Lab, McGill University

Research Assistant   JAN 2019 - APR 2019

— Surveyed participants 1-on-1 regarding their musical experience and background, and compared spontaneous production rates and motor tempos of musicians vs non-musicians

— Collected and analyzed data using software including MATLAB and command line interfaces

SKILLS

TOOLS

Sketch

Figma

InVision

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

DEVELOPMENT

HTML5

CSS / SCSS

RESEARCH & DESIGN

Prototyping

Wireframing

Data Visualization

Usability Testing

Cognitive Walkthrough

Persona Development

Competitive Analysis

Journey Mapping

EDUCATION

McGill University

Bachelor of Science
Major Physiology
cGPA 3.71

2017 - 2021 (Expected)