

# Hey there, I'm Edwin.

Product designer based in Vancouver, BC. Currently creating next gen gaming experiences [@EASPORTSNHL](#).

## Contact

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778-893-1893

## Toolbox

Figma

Sketch

Adobe Illustrator

Adobe After Effects

Adobe XD

HTML & CSS

## Skillset

User Experience Design

Prototyping

User Research

User Testing

Design Thinking

Wireframing

Sketching

Journey Mapping

Leadership

Mentorship

## Hobbies

Basketball

Video Games

Auto Detailing

Coffee and Espresso

## Experience

### UX Designer @ Electronic Arts

EASPORTS NHL | June 2020 - Present

- Working collaboratively with producers, developers and other designers to create next generation gaming experiences for the NHL Franchise. Notable features include redesigning Creation Zone, World of Chel, Gameplay Strategies and integrating Crossplay
- Consistently finding ways to improve design maturity and how other cross-functional teams work alongside design
- Contribute to the overall business strategy and accounting for long term scalability
- Conduct usertesting sessions for quick, iterative feedback. Collaborate with our UXR team for larger research efforts
- Own and maintain the in-house Design System, ensuring that the needs of both UX and Visual designers are met
- Organize team socials and activities to build team rapport
- Took advantage of mentorship opportunities to help grow and develop incoming junior designers

### UX Design Intern @ IBM

IBM Supply Chain | May 2018 - January 2020

- Designed interfaces and experiences for a suite of products within the Watson Supply Chain business unit
- Worked in Agile with design, development and offering management, utilizing IBM Enterprise Design Thinking
- Owned and saw features from wireframes to development
- Led a product redesign from creating a pitch for project funding and acquiring development approval

## Education

### Simon Fraser University

BA, Interactive Arts and Technology | Graduated June 2020