Eric Chen digital product designer

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💼 Work Experience

TribalScale Product Design Intern   Summer 2018

• Directed 1 month research project for CIBC Mobile App – synthesized findings from competitive analysis, heuristic evaluation, user interviews, and presented to client
• Worked with Guardian Analytics stakeholders to optimize and transform complex pen and paper process into wireframes and high fidelity screens for Android tablet app
• Worked with former CEO of Tangerine Bank (Peter Aceto) to creative direct his brand and design + develop his personal website using SquareSpace and CSS

TribalScale UI/UX Design Intern   Summer 2017

• Led 5-day design sprint to conduct user interviews, ideate solutions, build mockups, and test a web app prototype for a new financial services offering
• Crafted high-fidelity screens/prototype for iOS in-flight merchandise-ordering app
• Branded and designed all visual collateral for the 2017 TakeOver Innovation Conference. Built multi-page website using SquareSpace and CSS

Vuru UI/UX Designer   Summer 2016

• Designed UI and flows for new version of web app, 3 of 5 new features made from ground-up and created mockups using Sketch
• Developed UX strategy, user flows, and built InVision prototype of the Vuru mobile app, led to 2 potential corporate partnerships
• Conducted weekly in-house usability tests, used Intercom to manage, track, and talk to Vuru Beta testers to gather feedback and optimize UX of platform

🎓 Education

Queen's University Bachelor of Commerce   2015 – 2019

Queen's Excellence Scholarship, D.I. McLeod Dean's List Scholarship, GPA: **3.84**
• Design Lead at Queen's Technology and Media Association, UI/UX Director at ComSoc Agency
• Awards: ExperienceInnovation + IDEO Design Thinking Workshop, CUTC Tech Case Competition (1st Place, 2016), Queen's Case Comp. (1st Place, 2016), Konrad Group Case Comp. (2nd Place, 2016)

💡 Projects

"Friends and Family" Creative Direction   2017

Released photo magazine with accompanying clothing collection and music curation using Shopify

Spotify Product Analysis published on uxdesign.cc   2016

Analyzed features, mapped customer experience, user flows, and recommended feature changes