Eric Chen

Digital Designer

ericlchen.com
ericfhchen@gmail.com
(416)-830-5830

Junior designer with a business background combining both disciplines to create user-centric digital product experiences. Looking for new grad roles in fashion, music, publishing, or e-commerce industries.

WORK EXPERIENCE

Product Design Intern TribalScale   June – Sept 2018

Directed 1 month user research project for CIBC mobile app and presented to client
Designed Android tablet app screens and prototype for Guardian Analytics
Creative directed, designed, and developed website for client (peteraceto.ca)

Product Design Intern TribalScale   May – Aug 2017

Led design sprint to test web app prototype for new financial services offering
Designed high-fidelity screens and prototype for Guestlogix
Designed branding, visual collateral and website for TakeOver Conference

Product Design Intern Vuru   May – Aug 2016

Designed concept, flows, screens, and prototypes for Vuru web and iOS apps
Conducted weekly usability tests and interviews with users
Used Intercom.com to receive feedback from users and improve Vuru beta platform

OTHER PROJECTS

Product Design SmithSPACE

Conceptualized iOS app to replace Smith School of Business room booking website
Designed and animated prototype using Figma and Principle

Creative Direction Oligarchy

Directed short film, made magazine and clothing designs for visual thesis essay

Creative Direction Friends and Family

Released photo magazine with accompanying clothing collection and music curation

Design Writing Published on uxdesign.cc, Muzli

Spotify Product Analysis, Houseparty App Analysis, Design Principles for Playlists

TOOLKIT

UI/UX Design

Sketch
Figma

Prototyping

InVision
Marvel

Animation

After Effects
Principle

Graphic Design

Photoshop
Illustrator
InDesign

Development

HTML + CSS
jQuery

EDUCATION

Queen's University

Bachelor of Commerce
2015 – 2019

IDEO

Design Thinking
Workshop
2018

BrainStation

Web Development
Product Management
2015 – 2017