

# EUNICE CHAN

ux designer + ux researcher

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## EXPERIENCE

### Marketing Intern

*ArtPower, Sept 2018 - Present*

- Conceptualize marketing strategies for global artists and build strategic relations with campus organizations and community partners
- Manage social media by creating marketing collateral to increase performance ticket sales
- Coordinate events for student engagement and represent ArtPower brand at performances

### CSE Summer Research Intern

*UCSD Design Lab, June - Sept 2018*

- Conducted competitive analysis on content management system alternatives and other automated workflow
- Developed a self-maintainable activist tool for the Turkopticon community utilizing open source software

**Pending Publication**

## PROJECTS

### Design for Housing Insecurity, Project Lead

*October 2018 - Present*

- Designed user experience survey to engage with a stigmatized demographic
- Performed journey mapping with our users to understand how the housing crisis impacts UCSD students

### VR Universe, User Experience Researcher

*October 2017 - June 2018*

- Administered user testing on UCSD students and faculty to refine tutorial and search filter system's intuitiveness and usability
- Implemented and designed a tutorial system and category search filter system using Unity and Sketch

## AWARDS

### HackXX

*April 2018*

InfoPuppies won HackXX Northrup Grumman 1st Place for "Excellence in Communication"

## EDUCATION

**UC San Diego**

B.S Cognitive Science  
Sept 2016 - June 2020

## SKILLS

### Toolkit

HTML/CSS  
JavaScript  
Sketch  
InDesign  
Photoshop  
Illustrator  
Lightroom  
inVision  
Figma  
Git/Github  
Unity  
Java  
Jade

### Design

Interaction Design  
Rapid Prototyping  
Usability Testing  
Web Design  
Usability Testing  
Journey Mapping  
Wireframing  
User Interviews  
Storyboarding  
Personas