Evangeline Chan *hi!*

Product Designer

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// Experience

MARKETING MANAGER - Gary's Patisserie (Contract)
June 2020 - Present | Burnaby, Vancouver, BC

• Revamped website, implemented marketing strategies and promote products through Social media, Google and various Sales channels to increased sales rate by 158% and return customer rate by 172%
• Website traffic is in the top 4% of stores that launched in the same week

PRODUCT DESIGNER - Li & Fung Limited - International Supply Chain
October 2019 - March 2020 | Lai chi kok, HK

• Explored to repurpose existing company products for new market opportunities in the retail industry through interviewing different user groups, define user persona and create new user journeys

UI/UX DESIGNER - Toasty.ai (Previously known as Juven Limited)
October 2018 - October 2019 | Lai chi kok, HK

• Develop web interface and enhance user experience for existing and new product features while instilling overall visual identity of the company
• Develop mockups and UI wireframes to communicate interactions and features effectively
• Researched user needs and ran interviews to optimize design accordingly to improve user experience and report findings for next phase planning

SENIOR MARKETING AND BRAND DESIGNER - vivovii limited
August 2016 - August 2018 | Kwun tong, HK

• Led the design of web, web application, branding and marketing materials
• Standardized user interface design elements to improve design team's efficiency
• Project managed, clarified business requirements, and identified development constraints through liaising with COO, Engineering team and UI/UX team
• Delivered user flows and user stories with low and high fidelity wireframes
• Trained new design hires. Taught young designers to prioritize and plan their project pipeline and to efficiently communicate and respond to project changes

〰〰〰 *February 2016 - Went to Hong Kong to pursue personal growth*

DIGITAL PRODUCTION ARTIST - Best Buy Canada Ltd. Headquarter
August 2014 - December 2016 | Burnaby, Vancouver, BC

• Responsible for compiling responsive email campaigns using HTML and CSS sent to millions of subscribers, nation-wide daily
• Took part in digital advertisement campaigns such as generating web banners, web ads, and social media banners
• Compiled internal brand guideline to accelerate on-boarding new hires, new department members and team-wide adoption of digital team's update

PRINT PRODUCTION ARTIST
August 2011 - August 2014 | Burnaby, Vancouver, BC

• Assembled advertising projects, print and digital, which includes flyer, signage and other promotional collaterals

// Education

SIMON FRASER UNIVERSITY
Interactive Arts & Technology
Bachelor of Arts
2005 - 2010
Vancouver, BC
Canada

// Skills

Software

Sketch
Zeplin
Marvel
Figma
Invision
Adobe Suite
> Photoshop
> Illustrator
> Indesign

Design

Product Design
UI Graphics
User flows
Concept sketches
Wireframes
Mock-up
Prototyping
Persona & Scenario
Component library
Style guide
Branding
Visual design

Research

Interview
Survey
Contextual inquiry
Usability testing

Language

Basic HTML & CSS