

# Evangeline Chan

UI/UX Designer

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## // Experience

### UI/UX DESIGNER - Toasty.ai [Previously known as Juven]

October 2018 - present | 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
- Research user needs and optimize the design accordingly to improve user experience

### 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

### MARKETING/GRAPHIC DESIGNER - JW Asia Group Ltd. [Part-time]

February 2016 - August 2016 | Fotan, HK

- Responsible for the development, maintenance and implementation of various graphic-focused projects
- Developed web assets for social media and resized existing designs across platforms

### DIGITAL PRODUCTION ARTIST - Best Buy Canada Ltd. Headquarter

August 2014 - August 2016 | Burnaby, Vancouver, BC

- Conceptualized, designed and developed responsive email campaigns to millions of subscribers, nation-wide using HTML and CSS
- Prioritized and project managed digital advertisement campaigns such as emails, web banners, web ads, and social media banners from conceptualization to implementation
- 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 - Best Buy Canada Ltd. Headquarter

August 2011 - August 2014 | Burnaby, Vancouver, BC

- Prioritized multiple advertising projects, print or digital, including flyer, signage and other promotional collateral using internal digital asset management system, and Sharepoint
- Reviewed graphics, layouts, final copy and fonts before products are completed for quality assurance
- Proactively sought clarification with stakeholders to ensure project deadline would be met

## // 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  
> Premiere

### 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