

Evangeline Chan

Product Designer

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// Experience

PRODUCT DESIGNER (UX TEAM) - Li & Fung Limited

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
- Communicate and contribute in creating mock-ups to illustrate conceptual ideas both verbally and visually

UI/UX DESIGNER - Toasty.ai (Previously known as Juven)

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 2015 | 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
- Quality assured graphics, layouts, final copy and fonts before production
- Proactively sought clarification and requirements 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

### 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