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