

WHITNEY LAW

User Experience Designer

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// EDUCATION

RED ACADEMY

Sep 2015 - present

User Experience Design

- Design intuitive and purpose-driven products while keeping business goals and KPI metrics in mind

SIMON FRASER UNIVERSITY

Completed May 2011

BBA, Beedie School of Business

- Concentrations in Marketing, Human Resources, and Entrepreneurship
- SFU Entrance Scholarship (2005)
- SFU International Co-operative Education Award (2009)

// PROFILE

I'm a detail-oriented Vancouver-based UX designer with a BBA that has experience analyzing data to design functional, intuitive, and purpose-driven products, all while keeping business goals in mind.

I was nicknamed *ninja* at my previous job for having the ability to multi-task and produce accurate work in a very efficient manner. I'm a stickler for spelling mistakes and I love Oxford commas. I adopted and brought three dogs back to Vancouver from South Korea when I taught English there and I can't live without them!

// SKILLS



ADOBE CREATIVE SUITE

Illustrator. Indesign. Photoshop.



INVISION

Fully clickable prototypes.



SKETCH

High fidelity prototypes.



MICROSOFT OFFICE

Word. Excel. PowerPoint. Outlook.



AXURE

Interactions. Dynamic Panels.



HTML/CSS

Knowledge of HTML/CSS.

// EXPERIENCE

TANGOO (RED ACADEMY)

Nov 2015

Lead Designer, Marketing & Business Analyst

- Produced and designed a high fidelity clickable prototype to improve the current mobile app based on research and KPIs

OKANAGAN CRUSH PAD WINERY

2012 - 2015

Marketing and Communications

- **Marketing:** Created promotional materials adhering to brand identity
- **Social Media:** Increased followers and likes on Facebook and Twitter by over 100%
- **Brand Development:** Created an idea that increased revenue of \$18,000 in ten days

PACIFIC NATIONAL EXHIBITION

2004 - 2011

Guest Services Assistant Manager (Contract Jun - Nov 2011)

- Managed over 200 staff
- Guest Services Supervisor (2006 - 2011)
Guest Services Attendant (2004 - 2006)

// COMMUNITY INVOLVEMENT

FROG HOLLOW NEIGHBOURHOOD HOUSE 1999 - 2015

Board of Management, Member at Large (2006 - 2015)

- Oversaw operations of the neighbourhood house
- Board of Management, Youth Representative (2004 - 2005)
- Presented monthly youth updates to the board
- Volunteer (1999 - 2004)

I³ BUSINESS CASE COMPETITION

Apr 2011

Business Case Competitor

- Director of Marketing in a team of four people
- Made strategic marketing decisions
- Awarded first place prize of \$3000 for writing and presenting an outstanding business plan

JDC WEST BUSINESS CASE COMPETITION

Feb 2011

Business Case Competitor

- Excellent presentation skills through weekly practices
- Developed skills to work co-operatively and efficiently under immense pressure