

Tracy Chen

traucy.com

tgchen@sfu.ca

I'm a digital product design student focused on moving people through holistic, relevant experiences and bringing artistry to projects I'm a part of.

Details

Skills

UI/UX Design

UX Research

Interaction Design

Visual Design

Digital Illustration

Branding

Design Thinking

Software

Adobe Creative Suite,

Axure RP 9, Protopie

Figma, Miro, Jira,

Atom (HTML/CSS)

Education

Simon Fraser University —

Interactive Arts & Technology Major

2017 - Present

Achievements

Adobe x Netflix Creative Jam 2020:
Honourable Mention

Work featured on United Nations
COVID-19 Response Content Hub

THU 2019 Desirable Future
Student Category: 2nd Place

Dean's Honour Roll (Spring 2020)

Seattle Design Charette 2018: 3rd Place

Electronic Arts Teen Animation
Scholarship Program Recipient 2017

Design Experience

Adobe Creative Jam Netflix Jam Honourable Mention

June 2020

Oversaw and designed the wireframes, high fidelity UI, as well as prototyping in 48 hours. My team's app, Kino, integrates education, community and video entertainment together. Was awarded an honourable mention and placed among the top 3% as our project ranked 21 out of 612 projects.

Arc'teryx Student Design Collaboration

Jan — May 2020

Conducted on-site ethnography, user research and interviews, and led the visual design of presentation slides. Facilitated remote co-design workshop and design sprints. Designed, ideated and illustrated product care artifacts. Designed online experience of receiving product care gifts.

IATSU Director of Communication Design

May 2018 — April 2019

Oversaw the overall image, design and branding of the Interactive Arts and Technology Student Union (IATSU). Collaborated with nine other executives and took on a leadership role as the project lead for logo design and photo-editing workshops for students at Simon Fraser University.

TeifiX Freelance Graphic Designer

May — August 2018

Designed and took on multiple tasks such as storyboarding, logo design, web design, and created graphic assets. I effectively worked under tight deadlines that ranged between 1-2 days.

SFU Satellite Design Team Branding Co-Lead

June 2018 — May 2019

Created a professional and attractive brand for SFU Satellite Design Team by designing their logo, posters, presentation decks, business cards, grant proposals and other promotional media.