Jacquelyn Lau

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Education

Western University   **June 2019**
Bachelor's of Science: Double Major in **Computer Science** and **Medical Science**

Skills

Languages: HTML, CSS, Bootstrap, JavaScript, Python, Java, SQL, PHP
Tools: Sketch, Figma, Jira, Adobe XD, Photoshop, Illustrator, Dreamweaver, Premiere Pro
Proficient in: UX Design, UI Design, Usability Testing, Research, Wireframing, Prototyping, eLearning Design

Experience

Western Technology Services   **May 2018 - June 2019**
Digital Media Designer, IT Student Consultant
- Managed and led projects to improve user engagement for Physiotherapy eLearning modules by re-designing graphics and increasing interactivity, resulted in an increase of user activity by 40%.
- Provided in-person consultations and troubleshooting services for Sakai software issues for 5+ faculty members per day by providing timely technical support.
- Assisted in multimedia eLearning projects: video and audio production, photography, web development.

University Student Council: Creative Services   **Sept 2018 - May 2019**
Social Media Marketing
- Revamped the marketing strategy by creating social media campaigns and developing digital media content, which increased post engagement on Instagram and Facebook by 3000 reaches.

University Student Council: Creative Services   **Sept 2016 - May 2019**
Production Associate
- Managed and executed 50+ print jobs per week under clients' specifications, while meeting strict deadlines; developed client relationships and increased operational efficiency by 60%.

Projects

Human-Computer Interaction Project   **Jan - April 2019**
UX/UI Designer
- Collaboratively re-designed the voicemail system to an application with a visual interface
- Designed the wireframes and high fidelity prototype models of the application

Game Design Project   **Jan - April 2019**
UX/UI Designer, Graphic Designer
- Collaboratively designed an arcade style game using Game Maker Studio 2
- Designed the flow of the game, user interface and experience using Adobe XD and Adobe Illustrator

Extracurriculars

Out of Province Student Association   **Sept 2016 - April 2017**
Student Mentor
- Mentored 40 first year students by monitoring their progress and providing transitional support by communicating weekly and planning monthly events; built strong memorable relationships

Activities

Western Climbing Club, Minecraft, Snowboarding, Photography