

# Jacquelyn Lau

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## EDUCATION

### University of Western Ontario

Bachelor of Science - Double Major  
Computer Science, Medical Science

## TOOLS

Jira  
Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere Pro  
Articulate Storyline

## SKILLS

Wireframing  
Prototyping  
UI/UX Research & Design

## PROGRAMMING LANGUAGES + SCRIPTS

HTML/CSS  
JavaScript  
SQL  
Python  
Java  
Shell Script

## INVOLVEMENT

### Hackathon Participant

SheHacks (March 2019)  
Hack Western (Nov. 2018)  
Hack Western (Nov. 2017)

## ACTIVITIES

Western Climbing Club  
Ultimate Frisbee  
Snowboarding  
Photography

## EXPERIENCE

### Western Technology Services — Digital Media Creator

May 2018 - June 2019

- Led projects to improve user engagement for physiotherapy course modules by redesigning graphics and increasing interactivity, which increased 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

### Western University Student's Council — Social Media Marketing

Sept 2018 - May 2019

- Revamped their marketing strategy by creating social media campaigns and developing media content, which increased outreach on Instagram and Facebook by 3000 reaches

### Western University Student's Council — Production Associate

Sept 2016 - May 2019

- Managed and executed quality print jobs under customers' specifications while meeting strict deadlines, developed client relationships and improved overall operational efficiency
- Analyzed and formatted files in fine detail to ensure quality standards were met, increased company's brand equity by enhancing overall client satisfaction

## PROJECTS

### Human-Computer Interaction Project — UX/UI Designer

Jan - April 2019

- Collaboratively re-designed the voicemail system to an application with a visual interface using React Native and Google Firebase
- Designed the wireframes and high fidelity prototype models of the application

### Game Design Project — UX/UI Designer, Graphic Designer

Jan - April 2019

- Collaboratively designed an arcade style game using Game Maker Studio 2
- Designed the flow of the game, user interface and experience
- Used Adobe Illustrator to create the game assets: buttons, play screens, and characters

## VOLUNTEERING

### Out of Province Student Association — Student Mentor

Sept 2016 - April 2017

- Mentored 40 out of province first year students by monitoring their progress and provided transitional support by communicating weekly; built strong relationships
- Assisted in planning monthly events, encouraged student participation by promoting on social media, saw an increase of 40% in participants at monthly events