

Hi, I'm Jeffrey Chan!

My design philosophy is to create with thoughtfulness, conviction, and a dash of fun!



EXPERIENCE

graphic, motion & ux/ui design | trulioo

december 2019 – july 2021

- Bridged company branding into the user experience and interface designs of digital products.
- Coordinated and lead different teams to overhaul usability and aesthetics of multiple client-facing products.
- Other works include co-championing marketing campaigns, animating gifs and creating educational videos.

graphic & ux/ui design, videography | kintec

may 2018 – december 2018

- Created weekly visuals in marketing channels such as eCommerce, social, and physical ads.
- Designed product labels and packagings for merchandise.
- Developed and revamped web pages to enhance information architecture, customer experience, and page functionality.

graphic design, illustration | university of british columbia

february 2017 – march 2017

- Coordinated with representatives from UBC's Reading Week event to create illustrated enamel pins.
- Illustrations showcased thematic visuals that represented participating faculties.

PROJECTS

ux/ui design | typography

july 2021

Conceptualized and designed an app to provide designers an interactive and comprehensive database for typography and related knowledge. Learn more at jevans.ca/typology!

ux/ui design | happy hour

january 2021 – april 2021

Prototyped an alternative media platform that focused on positive uplifting news with a support for credible journalistic practices. Learn more at jevans.ca/happyhour!

jevans.ca

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EDUCATION

british columbia institute of technology

january 2021 – january 2022 | canada

certificate with distinction

user experience and interface design

simon fraser university

september 2021 – april 2019 | canada

b.a. with distinction

major interactive arts and technology

minor digital and print publishing

university of leeds

january 2019 – june 2019 | england

study abroad

school of design

monash university

january 2018 – june 2018 | australia

study abroad

school of art design and architecture

SKILLS & TOOLS

skills

wireframing
prototyping
personas
usability testing
design research
iterative design
copywriting
html/css
javascript

tools

photoshop
illustrator
indesign
lightroom
premiere pro
after effects
xd
figma
maya