Kevin Choy
User Experience Designer

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To Begin With...

I am a senior student, with 16 months of previous co-op experience, majoring in Interactive Arts & Technology and minoring in Computing Science at SFU. With a strong passion for **user experience design**, as well as **coding skills**, I am able to turn my ideas into reality. I have a minimalistic approach to design, emphasizing usability and functionality over form.

Tech Skills & Tools Summary

Design

Dreamweaver	●●●●◐
Photoshop	●●●●○
InDesign	●●●●○
Illustrator	●●●◐○

Prototyping / Wireframing

Axure	●●●●○
Balsamiq Mockups	●●●●○

Web Development

HTML5 / CSS3	●●●●◐
JavaScript	●●●●○
PHP	●●○○○

Other Programming Languages

Java (including experience with Android APIs)	●●●●◐
C++	●●●◐○
Python	●●●○○

I've been building and practising my web development skills for 10 years, and have 5 years of experience programming in Java and C++. Finally, I have 3 years of graphic design and desktop publishing experience.

Major Concepts & Knowledge

- User experience design and usability testing
- Prototyping and wireframing
- Mobile and responsive web design
- Graphic, web, and print design
- Information design / information architecture
- Marketing and analytics

Web Development Experience | Employment

Email & Website Developer/Designer | Co-op
ACTIVE Network   *8 months, 2014*

ACTIVE Network specializes in cloud software that helps activity organizers transform and grow their businesses.

Role   Visually contributed to design and development efforts to support marketing and communications objectives, and helped drive leads and conversions. Designed and coded emails, forms, and landing pages using HTML, CSS, and JavaScript for market managers. Set them up for distribution and viewing using Oracle's Eloqua marketing automation software. Ensured all designs followed corporate branding standards.

Outcome   Successfully created high-quality emails and landing pages while also frequently working within tight deadlines. Gained experience building responsive email layouts.

UX Design Experience | Employment

Communications Research Assistant | Co-op

BCcampus   *8 months, 2013*

BCcampus is a publicly-funded organization that uses information technology to improve teaching and learning in BC's universities and colleges.

Role   Strengthened relations, communication, and collaboration between BCcampus and our primary users and stakeholders (academic faculty, administrators, and staff), as well as internally between our own teams of employees.

- Coordinated a usability test of our corporate website; designed the test, recruited participants, and facilitated tests at their workplaces
- Facilitated a major reorganization of our Confluence-based corporate wiki after consulting with our staff, coordinated tutorial sessions, and provided technical support
- Compiled and sent out a biweekly marketing newsletter using Campaign Monitor

Outcome   My report of findings and recommendations following the usability test guided the design of the new, responsive website. Assisted with increasing pageviews on our corporate website.

Notable Projects

Interface Redesigner and Usability Testing Coordinator

Safeway Self-Checkout Machine Redesign   *2012*

Created a more user-friendly touchscreen interface for grocery store self-checkout machines according to best practices for designing usable software and hardware interfaces for humans.

Role   • In our team of six, we shared responsibilities for the creation of heuristic evaluations, two low-fidelity prototypes, reports, and presentations
- Lead recruiter of a diverse group of participants for usability testing, and then coordinated and conducted A/B testing using the self-checkout prototypes
- Collected feedback and improved the design iteratively

Outcome   Gained fundamental UI/UX design skills and knowledge of human perceptual and cognitive abilities, as well as experience working in large teams.

Education

Simon Fraser University

Interactive Arts & Technology, B.Sc.   *2009 – 2015 (expected)*

The School of Interactive Arts & Technology (SIAT) teaches skills and tools to not only create both elegant and functional designs, but to also build the technologies and experiences that increasingly shape our lives. I am **concentrating in Interactive Systems**, which focuses on the interaction between computer systems and users. I am also working on a **Computing Science minor**.

In My Spare Time...

- I am an active member of the Burnaby Mountain Toastmasters public speaking club. In addition, as the Vice President of Education, I monitor our members' educational goals, and schedule the weekly club meetings and roles accordingly.
- I am passionate about computer information security, as well as human geography, with a particular focus on urban studies and the geography of transportation.
- I also enjoy playing retro video games, board and tabletop games, and badminton, as well as hiking.