KIT WEIR
they/them

KITWEIR.COM   (604)-916-8067   HELLO@KITWEIR.COM

about

UX designer from Vancouver, BC. Bridging the gap between users and businesses by tackling projects with equal parts strategic mind and creative heart. Empathy and insight drive my work, which is characterized by sensitivity, care, and consideration of often overlooked perspectives.

competencies

Design

Qualitative Research	Copywriting
Interaction Design	Wireframing
Visual Design	Prototyping

Technical

Adobe CC	Sketch
Processing/Java	Figma
HTML5/CSS	Principle
	Flinto

education

Simon Fraser University
september 2015 — april 2020

Bachelor of Science with Distinction in Interactive Arts and Technology (Major, Design concentration), and Business Administration (Minor)

CGPA: 3.96 (A)

design experience

UX DESIGN INTERN
YouTube
may 2019 — august 2019

Worked on multiple projects to accelerate user journeys across various surfaces and entry points. Responsible for collaborating with multiple stakeholders across Google/YouTube (incl. PM/UXR/Eng), creating prototypes for user testing in local and international markets, and presenting work to leadership.

UX DESIGN INTERN
Microsoft
january 2019 — april 2019

Designed and helped develop Read My World, a mobile Android app for learning new vocabulary by taking photos of text and objects.

As the sole designer on the team, I designed the project's overall creative vision, including its visual identity, wireframes, mocks, prototypes, interaction design, project pitches, and weekly slide decks.

Read the TechCrunch article at tcrn.ch/2HS23C5

ACADEMIC CASE STUDY
Planned Parenthood
fall 2018 IAT 438

Redesigned Planned Parenthood's grassroots political website to increase conversion rates by improving core user flows. Responsible for research, product strategy, initial wireframing, evaluating and providing feedback on prototype, secondary UI assets, and copywriting.

The project was commended by alumni and industry professionals.

ACADEMIC CASE STUDY
Royal Caribbean
fall 2018 IAT 438

Designed a feature extension for Royal Caribbean Cruises' mobile app to provide safety and planning resources for guests. Conducted user research, wrote copy for all deliverables, and strategized content to effectively address a business problem and meaningfully create value for guests through specific touchpoints.

The project was received very well by instructors, alumni, and industry professionals, with particular recognition for excellent content strategy.