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# VALERIYA TEN

## Product Designer

### SKILLS

UI/UX Design	Web Dev
Interaction Design	Web Design
Visual Design	Marketing
Wireframing	User Research
Prototyping	

### TOOLS

Figma	Adobe XD
Sketch	VS Code
Illustrator	FTP
InDesign	ProtoPie
Slack	Asana
Github	WordPress
Moodle	Google Analytics
Tableau	React Native

### EDUCATION

<b>Simon Fraser University</b>
September 2022 – May 2026
BSc, Interactive Arts & Technology
<b>University of British Columbia</b>
September 2016 – December 2019
BA, Cognitive Systems

### VOLUNTEERING

<b>Animal Wellness, BC SPCA</b>
Sep 2017 – April 2018
Assisted with the care of shelter animals including feeding and ensuring animals have a clean and safe environment.

### WORK EXPERIENCE

- Interactive Designer, UBC Continuing Professional Development**  
Sep 2024 – Sep 2025
- Designed interactive online experiences for healthcare education programs to enhance learner engagement and user satisfaction.
  - Created graphics, illustrations, and infographics to support educational content, improving the visual appeal and clarity of course materials.
  - Incorporated feedback from usability testing to refine design elements and enhance user interaction across various projects.
- Digital Marketing Account Manager, Guaranteed SEO**  
June 2020 – Dec 2023
- Executed digital marketing strategies and impactful ad campaigns for a 20+ client portfolio to effectively engage target audiences.
  - Improved websites' visibility by providing SEO and web design services and growing organic keywords to top 10 for major search terms.
  - Coordinated WordPress updates, on-site CSS/HTML modifications and consistent content implementation.

### DESIGN PROJECTS

- Product Designer, Seedling App**  
Oct 2025 – Dec 2025
- Designed an app for rural youth in BC. to reduce barriers to accessing substance use services through provider-led outreach.
  - Established visual direction and mid-fidelity designs with a focus on clarity, accessibility and emotional safety.
  - Introduced UX improvements to reduce cognitive load, including collapsible content and progress indicators.
- UX Designer, Dr. Sun Yat-Sen Classical Chinese Garden**  
Jan 2024 – April 2024
- Collaborated with a museum to propose a design solution tailored to the organization's current challenges and objectives.
  - Conducted an ethnographic study and translated findings into personas and user journey maps.
  - Designed a non-interface solution aimed at enhancing the understanding of first-time visitors regarding the organization's symbolism.