

# Valeriya Ten

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## EXPERIENCE

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### Interactive Designer, UBC Continuing Professional Development, Vancouver Sep 2024 – Sep 2025

- Designed and developed an eLearning course end-to-end, from early concept and storyboarding through final production, receiving highly positive learner and stakeholder feedback.
- Produced 20+ custom visuals, illustrations, and infographics to improve comprehension of medical educational content and enhance overall course usability.
- Delivered UX improvements, content updates, and visual design enhancements across 10+ courses to improve learner experience.

### Digital Marketing Account Manager, Guaranteed SEO, Vancouver, BC 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, executed on-site CSS/HTML modifications, and maintained consistent content implementation to improve usability, visual consistency, and site performance.

## PROJECTS

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### Product Designer, Seedling App Oct 2025 – Dec 2025

- Designed an app for rural youth in British Columbia to reduce barriers to accessing substance use services through provider-led outreach.
- Established visual direction, including colour palette and UI design, and produced mid-fidelity mockups with a focus on clarity, accessibility, and emotional safety.
- Applied usability enhancements aimed at reducing cognitive load, incorporating progressive disclosure patterns and visual progress indicators to enhance information hierarchy and flow.

### UX Designer, Dr. Sun Yat-Sen Classical Chinese Garden Jan 2024 – April 2024

- Collaborated with a registered museum to propose a product design solution tailored to the organization's current challenges and objectives.
- Conducted an ethnographic study and translated findings into personas and user journey maps to inform the development of a targeted design solution.
- Designed a non-interface solution aimed at improving the understanding of first-time visitors regarding the organization's hidden symbolism and underlying meaning.

## EDUCATION

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### Interactive Arts & Technology, Bachelor of Science (Second degree) Sep 2022 – May 2026

Simon Fraser University

### Cognitive Systems (Psychology stream), Bachelor of Arts Sep 2016 – Dec 2019

University of British Columbia

## SKILLS & TOOLS

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**Skills:** UI/UX Design, Interaction Design, Visual Design, Web Development, Wireframing, Prototyping, User Research, Digital Marketing, Social Media Marketing, SEO

**Design Tools:** Figma, Sketch, Adobe Suite, ProtoPie, Procreate

**Other Tools:** GitHub, Slack, Asana, Moodle, Tableau, Google Analytics, VS Code, WordPress, React Native, FTP, Squarespace, Shopify, Observable, Jupiter Notebook, Google Colab, Notion, Firebase, Expo