



# LEVONA YIM

UX/UI DESIGN | GRAPHIC DESIGN

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WWW.LEVONAYIM.CA

Hello! I'm a third year student studying Interactive Arts & Technology at SFU, and formerly the designer at Scentuals Body Care. My experience include print design, marketing and branding, as well as front-end development for digital media. Great user experience and interaction have been ingrained into my workflow to ensure the best results for each and every project.

## TECHNICAL SKILLS

### Graphic Design (Years of Experience)

Adobe Photoshop (4 years)



Adobe Illustrator (4 years)



Adobe After Effects (3 years)



Adobe InDesign (2 years)



### Code & Development

Axure RP (1.5 years)



HTML/CSS (2.5 years)



Angularjs + Ionic (3 months)



## AUXILIARY SKILLS

### User Experience

Interaction design, interface design, experience design, information design.

### User Research

User-centered design research methods, heuristic analysis, usability testing, prototyping, storyboarding, ethnographic study, wireframing, sketching

### Graphic Design

Identity/branding, presentation design, digital illustrations, print design, marketing

## PRINT DESIGN & BRANDING - Internship Experience

### SCENTUALS BODY CARE FROM NATURE

[WWW.SCENTUALSBODYCARE.COM](http://WWW.SCENTUALSBODYCARE.COM)

#### Lead Designer

June 2014 - April 2015

Scentuals Body Care from Nature is a local, family-owned business that manufactures and distributes their own line of 100% natural skin care products.

#### TOOLS

Illustrator, Photoshop, Constant Contact, After Effects, Pen & Paper

#### TECHNIQUES

Sketching, Prototyping, Marketing, Print Design, Label & Packaging

#### RESPONSIBILITIES

Designed labels for new products, revamped existing labels to suit their new branding and style. Created flyers, catalogues, and promotional emails distributed to wholesale headquarters and buyers, such as Whole Foods Market and Pharmasave. Communicated with factories in Vietnam and China when we're in the final process of printing new labels.

#### Major Contributions to Projects or Created Individually:

- Brand creator for new spa and retail line Organic Originals, which included creating the logo and labels.
- Redesigned the entire Baby Collection as well as illustrated the animals that are printed on the labels and tubes.
- Assisted the Web Developer with the overall front-end look of the new website. *(Launching Soon)*

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## USER EXPERIENCE & GRAPHIC DESIGN - School Project

**OPTIMAIL: APP FOR MAIL CARRIERS - THIRD YEAR UI COURSE**

**TOP 3 FINALIST - VANCOUVER USER EXPERIENCE AWARD - STUDENT CATEGORY**

*January 2014 - April 2014*

### TOOLS

Illustrator, Photoshop,  
Axure Prototyping,  
Pen & Paper

### TECHNIQUES

Sketching, Prototyping,  
User Study,  
User-Centered Design  
& Research

### # OF MEMBERS



### O PROCESS

As a team we created an all-in-one mobile application that provides letter carriers with all the necessary tools to deliver mail efficiently and accurately.

### O OUTCOME

The app also allows mail carriers to make notes as well as notify them using audio cues if there is an alert or a package to deliver is near by. The final working prototype enabled users to experience what would happen if they used the app.

### Major Contributions to Projects or Created Individually:

- Implemented all the interactions that users would face for the final prototype using.
- Created the screens for the scanning parcels and parcels scanned list using Illustrator. The scanning parcels list was made to show which packages were and were not delivered as well as note down reasons why if packages weren't delivered.

## VOLUNTEER EXPERIENCE

**SAWA WORLD**  
[WWW.SAWAWORLD.ORG](http://WWW.SAWAWORLD.ORG)

### Artworks & Branding Coordinator

*March 2014 - Present*

### TOOLS

Illustrator, Photoshop,  
Pen & Paper

The concept of Sawa World is to provide people living in extreme poverty with instant skills to become self-employed or improve livelihoods at the household level.

### O RESPONSIBILITIES

As an Artworks & Branding Coordinator, I communicate and collaborate design ideas with the graphics directors.

### Major Contributions to Projects or Created Individually:

- Created a Mini Sawa World Day flyer that was distributed to promote the event in Nabweru, Uganda.
- Assisted in creating the new Toolkit which included illustrating 7 of the 9 solution posters such as baking cakes and making eco-fuel briquettes.
- Designing banners and posters for a current "I Am The Solution" campaign to fund African youth for self-employment.

## EDUCATION

**SIMON FRASER UNIVERSITY**

### Interactive Arts + Technology

*2012 - Present*

The School of Interactive Arts + Technology (SIAT) at SFU Surrey teaches students the concepts of new media and the design of inventive technologies. Students work individually and in teams-based projects analyzing and creating original works that combines the science, the art and technology.

### Science - Chemistry

*2010 - 2012*

While being in Chemistry, what I enjoyed the most was the hands on work from the labs. I enjoyed the feeling of producing an actual product instead of just numbers on paper. Transferring from Chemistry, I have also been able to be more detail-oriented and have a broader sense of ideas in conducting experiments for further research.