



# LEVONA YIM

VISUAL UX DESIGN | GRAPHIC DESIGN

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LYIM@SFU.CA

LEVONAYIM.CA

Hello! I'm a third year student studying Interactive Arts & Technology at SFU, and formerly the lead designer for 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 has been ingrained into my workflow to ensure the best results for each project.

## TECHNICAL SKILLS

Photoshop

Illustrator

After Effects

Bootstrap

AngularJS + GSAP

InDesign

Axure RP

HTML/CSS

## AUXILIARY SKILLS

UX / User Research

Experience Design

Interaction Design

Wireframing

Usability Testing

Heuristic Evaluation

Web Design

Front-end development

Graphic Design

Identity + Branding

Presentations

Digital illustrations

Print Design

Marketing

Communication Design

## PRINT DESIGN & BRANDING - Internship

### SCENTUALS BODY CARE FROM NATURE

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

#### Lead Designer

June 2014 - March 2015

Scentuals Body Care from Nature is manufacturer and distributor of locally made all 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 label. Created flyers, catalogues, and promotional emails distributed to wholesale headquarters and buyers. Communicated with factories in Vietnam and China when finalizing labels to print.

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

- Brand creator for the new spa and retail line Organic Originals
- Redesigned the entire Baby Collection as well as illustrated the characters that are printed on the labels and tubes.
- Assisted the Web Developer with the overall front-end look of the new website

## USER EXPERIENCE & GRAPHIC DESIGN - School Project

### OPTIMAIL: APP FOR MAIL CARRIERS

Top 3 Finalist - Vancouver User Experience Award 2014- Student Category

January 2014 - April 2014

#### TOOLS

Illustrator, Photoshop, Axure Prototyping, Pen & Paper

#### TECHNIQUES

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

#### 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.

#### OUTCOME

The app allows mail carriers to make notes as well as notify them using audio cues if there is a warning or a package to deliver up ahead. The final prototype enabled users to experience what would happen if mail carriers used the app.

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

- Implemented all the interactions that users would face through Axure for the final prototype.
- 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.

#### # OF MEMBERS



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## VOLUNTEER EXPERIENCE

### SAWA WORLD WWW.SAWAWORLD.ORG

#### Artworks & Branding Coordinator

March 2014 - Present

#### TOOLS

Illustrator, Photoshop,  
Constant Contact, After  
Effects, 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.

## COMMUNICATION + LEADERSHIP SKILLS

### INTERCRUISES SHORESIDE & PORT SERVICES WWW.INTERCRUISES.COM

#### Guest Relations Representative

Summer 2011 - 2014

#### O RESPONSIBILITIES

Worked at Canada Place as a Check-In Agent greeting and directing large groups of guests to the specific areas for transportation in a polite and friendly manner. Also maintained one of the top check-in agents by being fast and accurate. Was one of the top 10 most accurate and fastest agent with the Disney Cruise Line Check-In during 2013 and 2014.

#### O WHAT I LEARNED

I learned to be careful and detail-oriented from dealing with passports and credit cards. I also learned to take initiative to inform new employees of tips and tasks they could do to help speed up the debarking and embarking process faster and to have guests be less impatient.

## 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.