

lori jiang

Experience Designer

DESIGN EXPERIENCE

UX Designer | Heritage Burnaby (*Academic Project with Client*)

Sep 2023 - Dec 2023, Vancouver

- Led conceptualization and execution of a new community story-sharing feature, addressing client and user needs through promoting community engagement
- Conducted continuous user research, executed usability testing, and facilitated participatory workshops
- Synthesized research into user personas, user journey maps, and storyboards
- Sketched low-fidelity wireframes and prototyped interactive mockups in alignment with Heritage Burnaby's branding using Figma

Visual Identity Designer | La Batie Festival (*Academic Project*)

Sep 2023 - Dec 2023, Vancouver

- leveraged verbal and written communication skills to copy-write and design slide decks each week to pitch ideas each week
- designed high fidelity graphic assets in alignment with brand identity, utilizing Figma and Photoshop
- developed content strategy and information architecture of microsite to meet needs and deliver value for client and customer

OTHER EXPERIENCE

Private Math Tutor | PD Plus Tutoring

Jul 2022 - Feb 2023, Vancouver

- Supported 8 students ranging from grade 8-12 in meeting their academic goals, improving one student's grade in Pre-Calculus 11 by 20% in 4 months
- Personalized learning experience through rapport building and adapting teaching methods to match student's learning styles

Keyholder, Server | Bourbon St Grill

Jan 2016 - Mar 2022, Coquitlam

- Opened and closed restaurant, responsible for facilitating tasks and independently managed cash balancing at end of day
- Anticipated customer needs to create exceptional customer experiences in a fast-paced environment

E-commerce Clothing Reseller | Depop

Apr 2020 - Dec 2021, Vancouver

- Leveraged market knowledge to anticipate trends, curating secondhand clothing and accessories for sale on e-commerce platform
- Generated over \$30,000 in 2 years, achieving top seller status 10 consecutive months through high sales volume and maintaining a 5-star average across 335 customer reviews
- Independently managed end-to-end process of curating, modeling, photographing, photo-editing, copywriting, shipping, and accounting
- Created consist brand identity to appeal to target audience

PORTFOLIO

lorijiang.com

CONTACT

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EDUCATION

Simon Fraser University

BA, Interactive Arts & Technology
(Concentration in Design)
Jan 2022 - Present

University of British Columbia

BA, Psychology
Sept 2017 - May 2021

SKILLS

Design Methods

User Research
Illustration
Wireframing
Prototyping
Usability Testing
Content Strategy

Design Tools

Figma
ProtoPie
Miro
Photoshop
InDesign
Illustrator

Coding

HTML/CSS