

Mark Suan

UX Designer

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Education

McMaster University

2014-2019.

B.Eng (Co-Op)
Electrical & Biomedical
Engineering.

Skills

Prototyping Tools

Sketch 3
InVision
Origami (In progress)
Illustrator
Photoshop
HTML/CSS

UX Methods

Guerilla User Interviewing
Affinity Diagramming
Storyboarding
User Personas
User Flows
Wireframing
Prototyping
UI Design
Interaction Design

Design & Work

Innovation & Research Analyst Intern.

Loblaws Inc.

May 2017 – Aug 2018.

Lead user research and competitive analysis efforts to vet viability for 11 proof-of-concept initiatives aimed at alleviating business pain points.

Spearheaded research and development of an “Omni Channel Wine Retail” playbook. Drove insights via independent corporate and in-store colleague interviews, field research and database research reports.

Co-Founder & Product Design Lead.

Oxii Labs.

Sept 2017 – Present.

Researched, designed and prototyped the *Oxii Sensor* and mobile platform suite. The *Oxii Sensor* is an attachable Bluetooth Inhaler module, which measures inhalation metrics, to track and display medication uptake compliance to help users manage their respiratory disease.

Founder & UX + Visual Designer.

The Ohana Project.

Nov 2016 – Present.

Ideated and designed an e-commerce website alongside all branding, visual elements, t-shirt designs, and marketing + content material.

Lead digital and social media marketing plan & secured 10 influencers to drive \$1000 in launch week sales, grew Instagram and Facebook accounts by 443 and 321 followers respectively.

Awards

Oxii Labs | Finalist + People’s Choice Award.

The Forge Student Startup Competition.

April 2019.

Oxii Labs | 2nd Place Winner.

McMaster Engineering Capstone Expo.

April 2019.