

# Phoenix Lai

## About

Full-Stack Web Developer with a focus on frontend after 4+ years of experience in the design industry. I strive to remove the language barrier between developer and designer, resulting in a fluid and user centered product development process. I also love to bring unique perspectives and ideas for more creative solutions.

## Contact



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## Skills

JavaScript	MySQL/NoSQL
HTML	Agile/SCRUM
CSS	Figma
React	Adobe Creative Suite
Node.js	UX/UI
Git	REST APIs
Vue	Responsive Design
PHP	Jest Unit Testing

## Education

**British Columbia  
Institute of Technology**

2021 - Present

Full- Stack Web Development

**Pratt Institute**

2014 - 2018

Bachelors of Industrial Design

## Projects

**LocalToMe** | BCIT Interdisciplinary Project

Vancouver, BC

Sep 2022 - Nov 2022

A React app using Next.js that locates and provides low-income families and individuals with free or accessible food resources near their area.

- Authenticated users with Next Auth, stored all users CRUD operations in Firebase, and connected to the City of Vancouver's API to get the most up to date information for food banks
- Used collaborative tools such as trello, miro, figma and github to effectively communicate in a team of development and design students

**Evolve Site** | Evolve Branding

Vancouver, BC

Aug 2022 - Oct 2022

New site for Evolve Branding which will live as an extension for their EvolveX app ecosystem.

- Learned Flutter within a week and built a majority of the site pages and features
- Designed new features as needed and implemented them on approval.

## Experience

**Front-End Developer Intern** | Evolve Branding

Vancouver, BC

Jun 2022 - Nov 2022

Communicated with clients to deliver on their web needs and developed internal material for the agency.

- Collaborated with other developers remotely via Github, Slack and Discord, with regular stand ups with stakeholder for progress reports
- Responsible for taking ideas from the design to development stage, adjusting according to client needs
- Learned new technologies such as Flutter and Firebase in a short amount of time to take on more complex projects

**Experiential Designer** | BMF Media

New York, NY

Aug 2019 - May 2021

Created digital and physical visuals from strategy to launch phase for experiential marketing campaigns spanning from tech to fashion and more.

- Incorporated intersections of art and technology with tools such as augmented reality and projection mapping
- Collaborated with various stakeholders to ensure that projects are delivered on time, within scope and budget
- Delivered account winning pitch decks with the design team

**Experiential Designer** | Rise & Set Agency

New York, NY

Sep 2018 - Aug 2019

Designed immersive experiences for brands in the luxury space.

- Built mock ups and fabrication specs with CAD software for visualization of the user journey and event construction
- Evaluated production costs with producers to determine the feasibility of designs and adjusted accordingly