

# Rebecca Yeung

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## EDUCATION

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Simon Fraser University  
BSc, Interactive Arts and Technology

Expected April 2027  
Surrey, BC

## EXPERIENCE

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Head of UI/UX and Marketing Strategy, Second Savour - Burnaby, BC

December 2024 - Present

- Redesigned the Second Savour website to align with brand guidelines using **atomic design** principles for a cohesive, scalable UI on **Figma**.
- Collaborated with the Marketing Team to create engaging social media content, including graphic posts and short-form videos for.
- Developed and executed **marketing strategies** for new product launches, focusing on audience engagement, brand alignment, and multi-channel promotion.

Visual Design Intern, NellaDerm Therapeutics Vancouver, BC (Remote)

January 2025 - April 2025

- Developed refreshed branding and visual identity to reflect the brand's ethos and ensure consistency across digital and print platforms.
- Redesigned packaging for e-commerce and retail, aligning with visual identity while enhancing shelf appeal and online presence.
- Conducted market research to uncover user needs, analyze industry trends, and identify opportunities for product innovation and enhancement.

## PROJECTS

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BYLTE | Figma

May 2025

- Prototyped mobile wireframes and built a scaleable design system on **Figma** tailored for fashion-focused store experience.
- Conducted user research through surveys to identify key pain points.
- Designed intuitive user flows across 4 key features - Maps, Discovery, Profile Store Page.

## EXTRA CURRICULARS

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Director of Event, IATSU

April 2025 - Present

- Plan and execute program wide events.
- Bridge the gap between undergraduates and alumni through networking events
- Work with other departments to create a fun and exciting school experience.

## SKILLS

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**Technical Skills:** Digital Marketing/Content, Figma, Prototyping, CapCut, InDesign, Photoshop, Illustrator, UX/UI, UXR, Wireframing

**Languages:** HTML, CSS, Python, Processing (JS), OOP

**Soft Skills:** Communication, Critical Thinking, Adaptability, Time Management, Team Work, Problem Solving