



Sandy Bagga

(778) 855-6870 sbagga@sfu.ca sandybagga.com

I'm a design student at SFU. My focus is implementing effective interactions and experiences from the perspective of human psychology + cognitive systems.

Skills

Experience Design

Strategy, Messaging,
User Testing + Metrics

Interface Design

Wireframing in Illustrator
+ Sketch, Responsive Design

Interaction Design

Prototyping in
HTML5 + Sass + jQuery

Development

Version Control in Github,
Java in Eclipse, Wordpress

User Experience Design

Visier Spring - Summer 2017

Internship, UX/UI Design

I sketched, wireframed, & tested a modular approach to information architecture in pursuit of more efficient workflows better suited to power users. Additionally, I worked on visual design for interfaces and streamlining developer handoff.

Web Development

Brixwork Real Estate Marketing Summer 2016

Internship, Web Development, SEO + Customer Service

I designed, coded, & implemented internal lead generation projects, maintained search engine optimization campaigns for clients. As part of an 8-person team, I learned to take on a variety of responsibilities and manage time effectively.

Brand Identity

Nordic Bazaar Summer 2016

Freelance Project

I sketched, iterated, & illustrated a new identity for a fashion brand, inspired by the minimalist Scandinavian design movement. I am currently developing a web strategy for the company, including social media presence and a website.

Communication Experience

Tom Lee Music Surrey 2015

Music Consultant

I engaged with customers of multiple levels of expertise, sometimes outside mine, asking appropriate questions of my own to effectively answer theirs.

Education

Simon Fraser University 2013 - present

Surrey, British Columbia, Canada
School of Interactive Arts & Technology (SIAT)
Bachelor of Science, Design Concentration



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References

Chantal Gibson

Instructor, School of Interactive Arts + Technology at Simon Fraser University

Chantal was my instructor for a course in Writing Methods for Research, which imparted knowledge of iterative design in a team setting and critical analysis.

Matt Lockyer

**Former Instructor, School of Interactive Arts + Technology
at Simon Fraser University**

Matt was my instructor for a course in Information Architecture, which involved HTML5, CSS3, and JavaScript, and higher abstraction concepts like hierarchy and colour theory.



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January 12th, 2018

Mr. Jason Boyes
Digital Services Manager
City of Surrey
13450 104 Avenue,
Surrey, British Columbia,
V3T 1V8 Canada

RE: User Experience Web Designer Full Time Co-op

Dear Mr. Boyes,

The City of Surrey has been my home for the past decade, and over those years I have participated in community initiatives, for which I have signed up through the city's WebReg activity registration service. I am seeking to give back to the community by helping design a fresh experience for citizens who find themselves in the position I was in for the past ten years. And with my knowledge of web design, usability, and user experience design, I believe I will be a great fit to your team.

Having worked in industry as a co-op student for one year, I am well-acquainted with the problems, and the respective solutions, faced by a UX organization working on a web-based product. My last placement was an 8-month term at Visier Inc., a business intelligence software firm. At Visier, I worked on bringing a component-based UI approach to an expansive, and at times fragmented, web-based B2B product. With my project, I was able to standardize a modular approach to interface design that not only made the experience more consistent, both visually and experientially, but also saved design and development resources.

I believe my academic and professional experience in UX and web design will be a great addition to the design organization at the City of Surrey. And I am motivated help your user base, having been part of it myself. Thank you for your consideration.

Sincerely,

Sandy Bagga