

# SAMANTHA CHUNG

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## CORE SKILLS

Front-end Development  
UX/UI

Motion Graphics  
Version Control

Agile  
Scrum

## TECHNICAL EXPERIENCE

### WEB DEVELOPER

SFU CaseIt

(OCT 2023 - FEB 2023)

- **HTML and CSS Proficiency:** Revamped CaseIt web pages to showcase offerings, accurately represent the 2024 OC team, and align information for a global case competition with the organization's brand and goals.
- **Project Focus:** Introduced international competitors to Vancouver through visually engaging content highlighting landmarks and attractions, while also featuring sponsors and the dedicated team behind the event's creation, organization, and execution.

### WEB DEVELOPER

SFU PIVOT

(OCT 2023 - FEB 2023)

- **React Proficiency:** Implemented color changes in React components to align with PIVOT's brand identity, ensuring a consistent and visually appealing user interface. Updated PIVOT's case competition history for accuracy, reflecting the organization's timeline more effectively.
- **Project Focus:** Revamped the 2024 Organizing Committee's page, incorporating new team members for improved visibility and showcasing the current leadership structure.

### WEB DEVELOPER

Eunoia UX

(JULY 2023 - FEB 2023)

- **Next.js and Tailwind CSS Proficiency:** Developing a client website for Eunoia's 2024 Design Jam using React libraries, emphasizing dynamic and responsive user interfaces. Implementing the Tailwind CSS framework for streamlined styling, ensuring a modern and visually appealing design.
- **Project Focus:** Deliver a high-quality website that effectively communicates information about the Design Jam, demonstrating a commitment to meeting client requirements and delivering a polished online presence.
- **Workflow:** Followed Agile and Scrum process through bi-weekly sprints, standups, and milestones.

## WORK EXPERIENCE

### EASTSIDE GAMES STUDIO

Digital Artist

(JANUARY 2023 - NOVEMBER 2023)

- **Multimedia Design Expertise:** Created a diverse range of graphics, videos, and storyboards using Adobe CC Photoshop and Illustrator, contributing to comprehensive marketing strategies for mobile games.
- **Collaborative Growth Team Contributions:** Played a key role within the Growth team, developing impactful ad campaigns and visually appealing art creatives aligned with IP brand guidelines to enhance user acquisition and engagement.
- **Prominent IP Collaborations:** Collaborated with well-known intellectual properties (IPs) such as NBC's The Office, CBS's Star Trek: Lower Decks, and FunkoPop!, demonstrating the ability to work within established brand aesthetics while contributing to successful marketing initiatives.

## EDUCATION

### SIMON FRASER UNIVERSITY

BSc. School of Interactive Arts and Technology

Minor Computer Science & Philosophy

(2020 - 2025)

- **Deans Honour Roll Fall 2021 & Fall 2023 - GPA: 3.5**
- Exchange student to Ludwig Maximilian University, Munich

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## COMPETITIONS

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### CONSULTANT

SFU MIS Breakthrough

(MARCH 1-3 2024)

- **AI Integration Analysis:** Collaborated on an AI-driven solution for Ford, focusing on customer retention and support within a technology case competition. Executed financial analysis, wireframe creation, and research on AI impacts, showcasing a versatile skill set in developing innovative solutions.

### DEVELOPER

UBC NwHacks

(JANUARY 21-23 2023)

- **Python Proficiency:** Utilized Python to rapidly prototype and develop functional components during the hackathon, demonstrating a versatile skill set in scripting and automation to enhance project efficiency and effectiveness.

### DESIGNER

SFU Stormhacks

(MAY 20- 21 2022)

- **Honourable Mention Winner**

- **Design Thinking for Impact:** Applied design thinking methodologies to contribute to the hackathon project's overall success, combining creativity with practicality for impactful and user-centered solutions.

- **User Accessibility Advocate:** Prioritized inclusivity by implementing accessibility features within the design, ensuring a seamless and user-friendly experience for a diverse audience.

### DESIGNER

UBC Cmd-F

(MARCH 5-6 2022)

- **Adaptive Design:** Engaged in effective communication with developers and other team members to integrate design elements seamlessly, ensuring a cohesive and well-rounded final product.

### DESIGNER

UBC NwHacks

(JANUARY 9-10 2021)

- Led the design efforts in a hackathon, employing Figma to create visually appealing and accessible web pages that align with user-centric design principles.

## PROJECTS

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### DEVELOPER & PROJECT MANAGER

Academic Project

(JANUARY 2023 - MARCH 2023)

- **Frontend Development Leadership:** Organized the design and 3D modeling team for a startup e-commerce website using Next.js and Tailwind.
- **3D Integration Expertise:** Leveraged 3D renders from Maya to enhance the visual appeal of the e-commerce platform, demonstrating proficiency in incorporating innovative design elements.
- **User-Centric Focus:** Directed efforts towards optimizing user accessibility and motion design, contributing to an engaging and seamless online shopping experience.