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A well organized, self motivated designer with excellent communication skills at all levels and the ability to work as part of a team or on own initiative as required. Equipped with a strong understanding in design thinking and project abilities, I constantly drive myself to experiment and explore new challenges to create meaningful and seamless solutions to unify design and people.

## WORK EXPERIENCE

### TripMoment - UI/UX Designer

Dec 2017 - Present

*J-Reach Co. Ltd. (Taipei, Taiwan)*

Redesigned the company's website and was responsible for brainstorming, designing and testing responsive web experiences. Created branding materials used in print, video and web assets. Assisted in planning, designing and analyzing user research findings in user surveys, user testings, and focus groups.

### Intern: Part-time Graphic & Web Designer

Feb 2016 - Jun 2016

*Loopp Media Inc. (Richmond, BC, Canada)*

Worked directly with small business clients, helping them design their various platforms to express their values as a brand and company. Completed cases including developing brand identities (logo & business card), marketing design solutions (poster & advertisement), web development and optimizing interaction flows.

### Intern : Coop Mobile Interface Designer & Developer

Sept 2014 - Apr 2015

*Enernoc - Formerly Pulse Energy (Vancouver, BC, Canada)*

Re-designed an energy saving dashboard system specifically for university/college clients. I created series of clean prototypes and pitch the potential of the project to the development and management team, successfully bringing the product to the next development stage.

## EDUCATION

### BSc in Interactive Arts & Technology (Design Concentration)

Jan 2012 - Jun 2016

*Simon Fraser University (Surrey, BC, Canada)*

Honor & Awards:

Member of Golden Key International Honor Society

2012 Entrance Scholarship / 2012 Open Scholarship / 2012 Alumni Scholarship

2013 Open Scholarship

## SCHOOL EXPERIENCE

### UX Project: Port Moody Ecological Society

May 2014 - Aug 2014

*UX Research, UX Design, Interaction Design*

Explored and experimented various research methods by conducting extensive research on Port Moody Ecological Society's Water Quality Team. I was significantly involved in all the different research methods and contributed in brainstorming, content creating, icon designing, props making and final design solution video production.

## SKILL SET

### CREATIVE

User Experience Design  
Interaction Design  
Interface Design  
Graphic/Visual Design  
Branding Strategy  
Responsive Web Design

### USER RESEARCH

Interviewing  
Ethnography  
User Persona  
Journey Framework  
Usability Testing

### DESIGN PROCESS

Ideation Brainstorming  
Wireframing  
Prototyping  
Mockup  
User Testing

### DESIGN TOOLS

Illustrator  
Photoshop  
Sketch  
Axure/Balsamiq

### OTHER TOOLS

Basic Html / CSS  
Bootstrap  
Java / Processing

### LANGUAGES

English  
Mandarin  
Taiwanese