

Tracy Chen

I'm a digital product design student focused on moving people through holistic, relevant experiences and bringing artistry to projects I'm a part of.

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Arc'teryx



Student Design Collaboration

Jan — May 2020

Conducted on-site ethnography, user research and interviews, and led the visual design of presentation slides. Facilitated remote co-design workshop and design sprints. Designed, ideated and illustrated product care artifacts. Designed online experience of receiving product care gifts.

Adobe Creative Jam



Netflix Jam Honourable Mention

June 22 — 24 2020

I took the lead in designing the wireframes, high fidelity UI, as well as prototyping. My team's app, Kino, integrates education, community and video entertainment together. People can watch a scene and learn more about its culture and subject matter.

Also participated in: Activision and AirBnB Jams.

Teifix



Freelance Graphic Designer

May — August 2018

Designed and took on multiple tasks such as storyboarding, logo design, web design, and created a family of graphic assets. I effectively worked under tight deadlines that ranged between 1-2 days.

IATSU



Director of Communication Design

May 2018 — April 2019

In charge of overall image, design and branding of the Interactive Arts and Technology Student Union (IATSU). Worked efficiently in a team of 9 other executives and was the project lead for design and photo-editing workshops.

Game UX Summit 2018 – EA Games



Student Volunteer

September 2018

Helped welcome designers and creators settle in to this large-scale event. Effectively aided and communicated with Electronic Arts staff and kept track of name-tags, swag, and customer concerns.

SFU Satellite Design Team



Branding Co-Lead

June 2018 — May 2018

Helped establish professional and attractive image for SFUSAT. Increased publicity by creating logos, posters, presentation decks, business cards, and other promotional media.



COMPETENCIES

UI/UX Design

UX Research

Interaction Design

Visual Design

Digital Illustration

Branding

Design Thinking

SOFTWARE

Adobe Creative Suite,

Axure RP 9, Protopie

Figma, Miro, Jira,

Atom (HTML/CSS)

EDUCATION

Simon Fraser University

Interaction Design Major

2017 - Present

GOALS

Move people through beautiful and meaningful work, and learn as much as possible