

# Tracy Chen

**traucy.com**   tgchen@sfu.ca

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.

## Details

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### Skills

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 —

*Interactive Arts & Technology Major*

2017 - Present

### Achievements

Adobe x Netflix Creative Jam 2020:  
Honourable Mention

Work featured on United Nations  
COVID-19 Response Content Hub

THU 2019 Desirable Future  
Student Category: 2nd Place

Dean's Honour Roll (Spring 2020)

Seattle Design Charette 2018:  
3rd place

## Design Experience

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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.

### TeifiX   Freelance Graphic Designer

May — August 2018

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

### Adobe Creative Jam   Netflix Jam Honourable Mention

June 2020

Oversaw and designed the wireframes, high fidelity UI, as well as prototyping in 48 hours. My team's app, Kino, integrates education, community and video entertainment together. Was awarded an honourable mention and placed among the top 3% as our project ranked 21 out of 612 projects.

### IATSU   Director of Communication Design

May 2018 — April 2019

Oversaw the overall image, design and branding of the Interactive Arts and Technology Student Union (IATSU). Collaborated with nine other executives and took on a leadership role as the project lead for logo design and photo-editing workshops.

### SFU Satellite Design Team   Branding Co-Lead

June 2018 — May 2018

Established professional and attractive brand for SFU Satellite Design Team by designing their logo, posters, presentation decks, business cards, grant proposals and other promotional media.