

Tracy Chen

traucy.ca
tgchen@sfu.ca

Experience

Daybreak Product Designer (2020 — Present)

Led and designed delightful and functional digital experiences. Built design systems and identities for large-scale projects including digital products, branding, website design, and advertising campaigns. Delivered prototypes that brought the product vision to life.

Clients include:

Party Round	Chipbrain	Stacks	Workweek
WOMBO Dream	WOMBO	Boomy	Notes About People

Arc'teryx Student Design Collaboration (2020)

Facilitated remote co-design workshops and design sprints with Arc'teryx representatives, employees and teammates. Conducted on-site ethnography, user research and interviews. Led the visual design of presentation slides and online experience of receiving product care gifts.

IAT Student Union Designer & Workshop Facilitator (2018 — 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 for students at Simon Fraser University.

Skills

UI Design Visual Design Branding Illustration Prototyping
Interaction Design Ethical Design Thinking Workshop Facilitation

Software

Figma Miro Loom HTML/CSS Adobe CC Protopie

Education

Simon Fraser University 2017 — Summer 2022

Interactive Arts & Technology Major

Recognition

Bestfolios Editor's Pick 2020

Adobe x Netflix Creative Jam 2020: Honourable Mention

THU 2019 Desirable Future Student Category: 2nd Place