Tracy Chen

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Experience

Daybreak Product Designer (2020 — Present)

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

Clients include:

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

Dream By WOMBO Product Designer (@ Daybreak, 2021)

Shipped a core feature of a 0 to market product that reached 10+ million downloads on Google Play and #1 on Top Charts on the App Store. Created wireframes, visual mood boards, comprehensive high-fidelity UI flows, and prototypes. Facilitated design reviews with founders, developers, marketing leads, and designers on the WOMBO team.

Arc'teryx Student Design Collaboration (2020)

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

Skills

UX/UI Design	Interaction Design	Information Architecture	Illustration
Visual Design	Journey Mapping	User Research & Testing	Branding
Sprint Facilitation	Prototyping	Ethical Design Thinking	Wireframing

Software

Figma   Adobe CC   Miro   Protopie   Axure   Loom   HTML/CSS

Education

Simon Fraser University (2017 — 2022)

B.A Interactive Arts & Technology Major (Design Concentration), Print & Digital Publishing Minor

Recognition

Bestfolios Editor's Pick 2020

Adobe x Netflix Creative Jam 2020: Honourable Mention

THU 2019 Desirable Future Student Category: 2nd Place