

## Tracy Chen

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## 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

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

## Software

Figma   Adobe CC   Miro   Loom   HTML/CSS   Protopie   Axure

## Education

### Simon Fraser University (2017 — Summer 2022)

B.A Interactive Arts & Technology, Design Concentration

## Recognition

Bestfolios Editor's Pick 2020  
Adobe x Netflix Creative Jam 2020: Honourable Mention  
THU 2019 Desirable Future Student Category: 2nd Place