



SKILLS

TOOLBOX

Adobe Creative Suite
(Illustrator, Photoshop, XD,
InDesign, Premier Pro)

Visual Studio Code

InVision

Sketch

Figma

Framer

COMPETENCY

User Experience

Market Research

User Interface

Color Theory

Photo Editing

User Testing

Wireframing

Prototyping

Illustrations

Sketching

Mockups

OTHER

Project Management

Event Coordination

HTML & CSS

Marketing

Git

LANGUAGES

English

Spanish

Mandarin

HOLA!

Visual & Product Designer with 5+ years of experience in the design industry plus a formal background in design + technology. Dedicated to solving complex problems, crafting beautiful experiences, and turning ideas into reality to make an impact in the world.

EXPERIENCE

VISUAL DESIGNER / METAOPTIMA TECHNOLOGY (OCT 2017 -) SEP 2015 - PRESENT

- Spearheaded +70 design projects, managed design work across three countries, and collaborated with cross-functional teams as the only designer in the company
- Designed UI assets, icons, and illustrations for all products in a 70 people company
- Produced 10+ mockups, prototypes, web pages, and more, and collaborated with developers on implementation and design QA
- Decreased 15% of developers time on marketing tasks by updating front-end tasks
- Influenced design decisions to improve user experience on internal and external projects, impacting an audience of 1 million patients

◇ GRAPHIC DESIGNER & MARKETING COORDINATOR (SEP 2015 - SEP 2017)

- Served as point of contact and coordinated files for production with 10+ third-party companies and negotiated timelines, budgets, and project executions
- Operated logistics and marketing for 20+ events and conferences; championed utilization of new workflows among three departments
- Revamped company brand and assets including slide decks, documents, proposals, and templates; enhanced productivity by 30%
- Promoted after four months of working as Graphic Designer coop

PRODUCT DESIGNER & DEVELOPER / JESICA CHU JUL - OCT 2020

- Innovated portfolio using HTML & CSS and tested for usability; decreased loading time by 15%
- Created visuals, UI & UX as well as personal brand assets
- Maintained and upgraded existing website; reinforced readability and accessibility by 30%

UI/UX DESIGNER / BOOKING.COM (PROJECT) JUL - SEP 2019

- Executed web and mobile homepages redesign to improve user interface and experience; increased adoption and retention by 40%
- Enhanced 80% of user experience by revamping the icons, assets, and style guide
- Produced 3+ high-fidelity mockups and interactive prototypes, and coordinated usability tests

UI/UX DESIGNER / MINDLESS INVOICE (PROJECT) APR - JUN 2019

- Built an app that streamlines and reduces time freelancers spend on accounting tasks by 80%. Improved UI & UX by 30% after original project delivery.
- Completed 4+ high-fidelity mockups and interactive prototypes, and executed usability tests
- Formulated test scripts, user flows, information architecture, and two main user personas

INTEREST



Travel



Food



DIY &
3D Puzzles



Movies
& Shows

VOLUNTEER

COMMUNITY ENGAGEMENT SPECIALIST / ADPLIST.ORG AUG 2020 - PRESENT

Joined Amazing Design People List, a non-profit organization and global community for designers to connect for collaboration and mentorship. Currently at 8,900+ designers and 700+ mentors.

** 2020 Shorty Awards Nominee - Community/Employee Engagement, nominated by InVision*

STAFF & PRESENTER / SFU COMMUNITY OPEN HOUSE MAR 2012 - MAR 2015

Volunteered yearly to provide an engaging and entertaining event to showcase Simon Fraser University. The largest event welcomed 19,000 guests and 1,500 students, staff, and faculty.

EDUCATION

BRAINSTATION / VANCOUVER, BC APR - SEP 2019

Double certificate - User Experience & User Interface

SIMON FRASER UNIVERSITY / SURREY, BC SEP 2011 - MAY 2016

Bachelor of Arts (with Distinction) - Interactive Arts & Technology

Double concentration - Design & Media Arts

ACHIEVEMENTS

JAN 2020 - HubSpot Growth-Driven Design Certification

SEP 2019 - First MetaOptima Personal Development Hackathon Winner

SEP 2013 & JAN 2015 - Golden Key International Honour Society Invitee

MAR 2014 - Interactive Origami Interface project nominee and presenter at the SFU Open House

**published on local newspaper*