

## WORK EXPERIENCE

### UX/UI TEACHING ASSISTANT // RED ACADEMY

Vancouver / April 2018 - Present

- Mentoring junior designers in developing a better understanding of complex design principles
- Providing regular feedback & critique of student work with actionable steps for improvement
- Facilitating workshops, whiteboarding sessions & group retrospective discussions
- Helping students troubleshoot through technical issues in Sketch, InVision & Adobe CS

### UX/UI DESIGNER // FREELANCER

Vancouver / January 2018 - Present

- Conducting user research & testing on target segments to gain better insight
- Using research insights to recommend an actionable strategy to major stakeholders
- Identifying patterns in user flows, MVPs &
- Translating insights into paper prototypes, wireframes & high fidelity prototypes

#### Achievements:

- User research contributed to a client winning \$600,000 at the Global Challenges Foundation
- UX/UI work won 2nd place in Mission Hack & Open Ed Hack Vancouver hackathons in 2018

### MULTIMEDIA & GRAPHIC DESIGNER // FRASERWAY RV LP

Abbotsford / October 2014 - December 2017

- Used UX & UI principles in creating marketing campaigns & tradeshow pieces
- Worked in an agency-style marketing department tackling projects under strict deadlines
- Developed their digital asset library system on internal server & Adobe cloud platforms

#### Achievements:

- Created a campaign that raised over \$550,000 for BC Fire Relief efforts
- Company awarded "RVBusiness Top Ten RV Company of the Year in North America" in 2016
- Our team of 5 was granted leading the marketing effort for 3 other sister companies

### CO-FOUNDER & PRODUCER // HYPE LIFE FILMS INC.

Burnaby / April 2012 - May 2014

- Collaborated with clients, talent, & production staff to produce corporate video content
- Developed company branded materials for marketing & operations

#### Achievements:

- Created 2 Youtube web series which later aired on Novus community TV network in 2013

## EDUCATION

### RED ACADEMY

User Experience Design / Diploma / 2018

Digital Marketing / Certificate / 2018

### SIMON FRASER UNIVERSITY

Communication / Bachelor of Arts / 2015

## SKILLS

### Design

Design Thinking

Agile/Scrum Methods

Design Systems

Human-Computer Interaction

Information Architecture

Graphic Design

### Leadership

Collaboration Facilitation

Mentorship Ownership

## TOOLS

### Adobe Creative Suite

Illustrator XD

Photoshop Premiere

InDesign After Effects

### Wireframing

Sketch Axure RP

InVision Proto.io

Marvel Framer

### Coding

HTML/CSS JQuery

Javascript Bootstrap

### Data Analytics

Google Analytics

Google Tag Manager

## AWARDS

2 Open Ed Hack YVR / 2018

2 Mission Hack YVR / 2018

1 SFU SIAT Showcase / 2013

3 BCNET Challenge / 2012