

## UX & Visual Designer — Dossier Creative

Sep 2021 - Dec 2021 / Internship

- Developed mobile and desktop wireframes of an upcoming e-commerce site for a brand launch in the agricultural sector.
- Iterated and presented 3 rounds of wordmark solution in front of client.
- Researched and uncovered trend insights that informed an alcohol beverage brand creation.

## Design Director/Developer — TEDxSFU 2021

May 2021 - present / Student Organisation

- Led the design project behind the conference expressive microsite from concept to development alongside key stakeholders.
- Performed usability testing and prioritised insight to improve the final design.
- Art-directed print asset and microsite project, created a visual identity with a very positive reception from the team and previous year participants.
- Designed pitch deck and documents that helped secure a \$5000 funding.

## Co-director of Design/Developer — CaseIT 2021

Jun 2020 - May 2021 / Student Organisation

- Collaborated with another web developer, designed and developed fully responsive organisation website(Pivot, CaseIT) using various web technologies (ReactJS, Hugo, SCSS etc.) within tight time constraints.
- Developed a component-based design system for the organisation.
- Art directed re-branding of Pivot 2021 Business Case Competition.

## UI/UX Designer — HelpMate

Mar 2020 - May 2020 / Senior Academic Study Project

- Utilised techniques like empathy mapping, persona, journey maps to identify user pain points and developed design solutions.
- Performed usability studies and structured interviews in which results were turned into actionable insights to inform design decisions.
- Methodically translated complex multi-party user scenarios into a seamless, integrated experience.

## Game Development

Fall 2019 / Academic Study Project

- Utilising Processing/Java to implement an object oriented entity-component-system(ECS) architecture for a self made game engine.

## Eductation

Simon Fraser University  
Interactive Arts & Technology, BA  
January 2018 - Present

## Skills

Interface Design/User Experience  
Design/Visual Design/Art Direction/  
Web Development

SCSS/ReactJS/NodeJS/  
Typescript/Github/  
HTML,CSS,JS

Figma/Illustrator/InDesign/  
Photoshop/After Effects/Blender/  
Origami Studio

## Achievements

DubsTech Protothon — 1st place  
1st place amongst 38 competing solutions