











Christy Fang

Experience Designer

contact.

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tools.

 Illustrator	 PremierePro
 Photoshop	 AfterEffects
 InDesign	 ExperienceDesign
 Figma	 Autodesk Maya
 ProtoPie	 Unity

skills.

UI

Sketching
Storyboarding
Wireframing
Prototyping

Coding

HTML&CSS,
JavaScript,
Python

UX

User interview
Heuristic evaluation
Usability testing
Competitor analysis

Graphic Design

Branding
Typography
Illustration

extracurricular.

Website Designer Jun 2023 - Present

SFU Rocketry / Surrey, BC

- Performed Heuristics Evaluation on current webpages and designed new website with improved usability

Marketing VP Oct 2019 - Jun 2023

SFU Chinese Debate Club / Burnaby, BC

- Managed 6 people marketing team to generate articles, posters, banners and videos for the club's social media channel

education.

Simon Fraser University / 2019-2024

BA in Interactive Arts & Technology
Concentration in Design and Media Arts
Dean's Honour Roll (Summer 2022, Fall 2022)

ui/ux experience.

UI Designer & Video Production Assistant

Embedding Project / Vancouver, BC / Sep 2023 - Present

- Redesigned the landing and resource page of company website for optimized user navigation and cognitive flow in Figma
- Proposed and designed an interactive guide for EDI Leading Practices
- Created animations, motion graphics and montages for sustainability educational videos in AfterEffects and PremierePro

UX Designer: Website Optimization

Eunoia UX Design Hackathon / Surrey, BC / Apr 2023 (1 week)

- Created a 3-stage UX intervention that optimized the user navigation and information architecture of Options for Sexual Health's website
- Participated in and conducted client interviews, demographic research, value/effort matrix, heuristic evaluation, rapid prototyping and A/B testing
- Designed in a holistic and user-centered approach that was realistic for client to implement and wished to further develop

UI&UX Designer: Onboarding WebTool for MeaningfulWork

Interaction Design Methods Project / Surrey, BC / Sep - Dec 2022

- Synthesized appropriate methods including design ethnography, persona, storyboard, user scenarios, journey frameworks to understand stakeholders
- Planned and smoothly conducted a participatory workshop with 4 of client's employees to reflect, re-frame and improve the design focus
- Created interface design with high-fidelity mock-ups in Figma and presented the onboarding web tool with a 11-page hand-off document to the client

graphic work experience.

Freelance Designer

JUSTUDIO Creative Agency / Vancouver, BC / Dec 2021 - Aug 2023

- Defined visual identity, developed branding guideline and designed marketing assets for clients using Illustrator and Canva
- Designed graphic materials such as printed posters and social media ads, using Illustrator and InDesign, to promote a fundraising Year-end Gala event that was attended by 300+ participants

Design Coordinator

North America Asian Professional Community / Vancouver, BC / Apr 2021 - Oct 2022

- Collaborated with business and event team to come up with the right design direction and marketing strategy for annual accounts
- Generated visual package using Illustrator and InDesign for the Hurun Annual Summit 2022-Youth Section and Young Entrepreneur Gala 2021 in collaboration with 12 companies and investors

Graphic Designer

DFIND Career Consulting / Vancouver, BC / Jun 2020 - Jun 2022

- Conceptualized and designed marketing materials from digital posters, presentation slides, to physical product following the brand guideline
- Developed customer-oriented content for the company's various media platforms and channels including LinkedIn, Instagram, WeChat, and Red, using Canva, Illustrator and InDesign