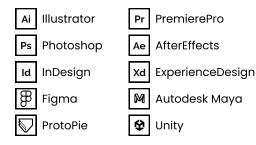
# **Christy Fang**

Experience Designer

### contact.

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### tools.



UX

### skills.

#### **UI** Sketching Storyboard

Storyboarding Wireframing Prototyping

#### Coding HTML&CSS,

JavaScript, Python Usability testing Competitor analysis **Graphic Design** Branding

Typography Illustration

User interview

Heuristic evaluation

### 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