

## WORK EXPERIENCE

### UTRADEA INC. — TORONTO, ONTARIO

*Lead Product Designer (Dec 2020 – Aug 2022)*

- Designed Utradea's desktop and mobile platforms and design system, working closely with the engineer team to effectively communicate concepts and solutions for all front-facing designs.
- Managed and mentored a design team of five through feature development sprints, brainstorming, wireframes, prototypes, and mockups
- Led UX research team in identifying pain points, creating personas, user journeys, and information architecture, gathering and analyzing user feedback, and translating it into actionable design updates.
- Guided corporate marketing, product, and channel strategies through user research, competitive analyses, promotional content creation (graphics and videos), social media marketing, and outreach.

### EVEN MATCHUP GAMING — TORONTO, ONTARIO

*Director of Art and Design (Dec 2015 - Sep 2016)*

*Contract Brand Specialist (2016 - 2021)*

- Created all original marketing and branding material for Canada's premier fighting events of over 2000 people (include all variants of GOML, Smash on Tap, EMG Locals), including websites, marketing concepts, logos, mockups and commercial product designs, and sample layouts
- Assisted in running events and selling branded merchandise

### GRACE CREATIVES (FREELANCER)

*Graphic Designer and Photographer (Sep 2014 – Oct 2020)*

- Major League Hacking (MLH), event photography: MakeUofT (Feb 2020), SheHacks (Jan 2020), Hack Western (Nov 2019) ; shot technical workshop photos, sponsor booths, candid photos of hackers, opening and closing ceremonies, activities, and team photos
- Professional photography; curated moodboards, delivered sets, headshots, and candids (2017)
- ExtravaLANza (2016); designed content for AMD Radeon's eSports tournament and convention

## EDUCATION

### UNIVERSITY OF TORONTO — TORONTO, ONTARIO

*Honours Bachelor of Science (Jun 2020)*

- Computer Science and Statistics double major (Sep 2015 - Apr 2018)
- Psychology Specialist (May 2018 - Jun 2020)

## SKILLS

- Languages: English (native), Mandarin (native), French (elementary), HTML/CSS
- Adobe (Illustrator, Photoshop, InDesign, XD, AfterEffects, Dreamweaver, CS3 to CC), Figma, Airtable
- Other proficiencies: editorial design, packaging design, motion design, web development, judo, Canadian and British Parliamentary style debate