



ABOUT

A passionate and ambitious designer with interest and experience in user interface, user experience and graphic design. Understanding of research methods, usability testing and analysis with knowledge of a variety of software, necessary for prototyping and mock-ups. A strong team player while also able to take on a leadership role. Able to adapt quickly to different situations, make decisions, problem solve and communicate ideas effectively. Takes initiative, handles pressure well, works efficiently and can work independently when necessary.

EDUCATION

Carleton University, Ottawa, ON
Bachelor of Industrial Design with Distinction
Minor in Business

September 2005 - June 2011

CAPABILITIES

Technical Skills

- Extensive experience with model-making and prototyping
- Strong knowledge of:

Illustrator	Morae	HTML / CSS / XML / Wordpress
Photoshop	Confluence	Microsoft Office (Visio included)
InDesign	JIRA	Keyshot
Windows / Mac	iMovie	Solidworks

- Basic knowledge of:

Dreamweaver	Fireworks	Premiere Pro
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Design Skills

- Attention to detail in all stages of the design process (research, user-testing, prototyping, etc)
- Understanding of UI/UX concepts and ideology
- Ability to explore and explain concepts through sketches and other mediums
- Strong graphic sensibility for layouts (web, print, mobile)
- Experience in:

Designing for web and print	Design and analytical report writing
Branding and package design	Exhibition design

Interpersonal Skills

- Independent, reliable self-starter with a high level of professionalism
- Ability to work collaboratively and communicate well with people from all disciplines
- Able to clearly articulate ideas through speech and in presentations
- Organized, adaptive and able to prioritize multiple workloads and deadlines
- Fluent in Chinese

EXPERIENCE

Questrade Inc. - Toronto, ON
User Interface Design Intern

September 2011 - January 2012

Questrade Inc. is Canada's discount brokerage aiming to revolutionize financial services and leveraging technology to deliver services that are easy-to-use for the best value. Researching, analyzing and summarizing products currently on the market. Creating storyboards and wireframes while considering all use cases and scenarios. Detailing and producing functional specifications that communicate these storyboards and use cases clearly and effectively. Collaborating closely with professionals from all departments to achieve the projected goals.

- Xandros Corporation** - Ottawa, ON July 2009 - March 2010
User Interface Design Intern
 Xandros managed multi-platform data center applications, enterprise-grade email software and creates rich user experiences on a range of devices. Researched and analyzed different personas and user task flows in developing software. Drew up conceptual screenshots in Illustrator and Photoshop. Created presentations in Acrobat for weekly design meetings to seniors and software developers. Branded and designed the web layout for Xandros OEM Solutions (Info: oem.xandros.com).
- Batawa-Carleton Initiative** - Ottawa, ON April 2009 - July 2009
Industrial Designer
 Carleton University and the Batawa Development Corporation formed a unique partnership to help create a model sustainable community for the world. Created concepts for the re-design of the existing chalet at the Batawa Ski Hill. Rendered the final design in SketchUp. Was responsible for creating the graphic layout for the public exhibition. Project was acknowledged by the media, nationally. (Info: www.batawa.ca)
- Pressure*** - Markham, ON May 2007 - June 2007
Design Intern
 Pressure* was a creative advertising agency specializing in online interactive design as well as print. They worked with clients such as Calvin Klein (launching their CK IN2U Campaign) and Yahoo! (launching their search marketing division in Canada). Assisted in preliminary conceptualization of web and print projects. Designed material for the company's marketing and promotional initiatives. Gained insight on the advertising industry.
- Rideau River Residence Association** - Ottawa, ON September 2005 - April 2006
Programming Assistant
- Applied graphic design expertise in flyers and brochures for campus events
 - Assisted with event organization and promotions

VOLUNTEER

- Power Unit Youth Organization** - Toronto, ON October 2009 - October 2010
Creative Designer
 PUYO strives to instill a sense of empowerment in youths and to encourage a habit of giving back. Worked as a creative designer in re-branding the organization in December 2009. Created numerous concepts in Illustrator and InDesign. Communicated with organizations' executives via email in the design process. Further designed core material, such as business cards, letterheads, t-shirts and sponsorship package. (Info: www.power-unit.org)
- Carleton University Students' Charity Ball** - Ottawa, ON September 2006 - April 2009
Advertising Co-ordinator
 Worked as an advertising co-ordinator with Carleton's most reputable student organization. Branded the annual event for three years in a row. Designed logos, posters, tickets and sponsorship packages using Photoshop, Illustrator and InDesign. Advertised the event through social networks, local media and press releases.

ACHIEVEMENTS

- 2010 - 2011 Deans' Honour List** - Carleton University, Ottawa, ON
2011 Dean's Award for Innovation in Collaboration - Carleton University, Ottawa, ON
2005 Toronto Sun Yearbook Photography Award - Toronto, ON
2004 Yearbook Merit Award - Markham, ON

REFERENCES

Available upon request