

## WORK EXPERIENCE

### GRAPHIC DESIGN | Precision NanoSystems Inc.

Winter 2018 - Fall 2018

- CONTEXT** ↳ Interned at a biotechnology company that develops products such as instruments and reagents, enabling researchers to efficiently study gene functions in diseases
- PROCESS** ↳ Designed media such as brochures, infographics and website assets using various Adobe software to promote the company and its products
  - ↳ Reinforced and expanded upon the company's brand to establish a consistent look across content while making each category distinctive
  - ↳ Led a redesign project by scheduling meetings to discuss design specifications and relaying the information to a packaging company to revamp product packages
- RESULT** ↳ Developed strong communication and leadership skills and came to understand various marketing terms, concepts and procedures

### GRAPHIC DESIGN | Freelance Projects

Winter 2015 - Present

- CONTEXT** ↳ Worked as an independent freelance graphic designer and interacted with clients in order to produce a variety of illustrations such as logos and banners
- PROCESS** ↳ Communicated consistently with clients, promoting a mutual understanding regarding criteria and deadlines for both parties
  - ↳ Sketched out concepts based on client's descriptions before illustrating the designs digitally which sped up the design process as a result
  - ↳ Designed logos and banners using Adobe Photoshop and Illustrator which were used on social media sites and merchandise
- RESULT** ↳ Learned how to sustain a positive designer-client relationship via proper communication

## EXTRACURRICULAR PROJECTS

### INFORMATION DESIGN | Take HACKtion 2017

Spring 2017

- CONTEXT** ↳ Worked in a team of five to come up with and refine innovative solutions for habitat conservation within a 24 hour timeframe
- PROCESS** ↳ Scheduled micro-deadlines for the team to meet which promoted high levels of productivity across all members
  - ↳ Communicated with team members and lead discussions, allowing the group to formulate and refine creative ideas and solutions to the design problem
  - ↳ Presented to five industry professionals, effectively communicating possible solutions regarding habitat conservation
- RESULT** ↳ Improved on soft skills such as teamwork, leadership, presentation and time management

## ACADEMIC EXPERIENCE

### INTERACTION DESIGN METHODS | South Asian Health Research Collaborative Fall 2018

- CONTEXT** › Conducted design methods such as ethnographic research and personas to understand SAHRC's goals and challenges and conceptualized a health app to help address their pain points
- PROCESS**
  - › Performed ethnographic research in order to better understand the goals, values and challenges of our partner organization, SAHRC
  - › Created personas and user journeys to identify the needs, goals and habits of South Asian university students, a demographic that SAHRC has difficulties communicating with
  - › Made use of Adobe Illustrator and Xd to create interactive mock ups of a health application, which was presented to our partner organization
  - › Lead group meetings and assigned each member with roles, tasks and micro-deadlines, which ensured that the team was able to work efficiently
- RESULT** › Exercised leadership, learned about design methods and how to apply them into a design process

### UI/UX DESIGN | City of Vancouver Website Spring 2017

- CONTEXT** › Programmed a website promoting awareness regarding extreme colds on behalf of the City of Vancouver in the span of four weeks with a team of three
- PROCESS**
  - › Utilized HTML, CSS and Javascript to code a website with cross platform compatibility, allowing people to access the website regardless of device
  - › Used Axure and Illustrator to wireframe multiple prototype interfaces, making it possible to assess website layouts and how pages relate to one another
  - › Projected data onto a visual medium via Illustrator which made the information more coherent to the potential audiences
- RESULT** › Came to an understanding of how to use HTML, CSS and Javascript, as well as how critical wireframing is in design processes

## EDUCATION

### SIMON FRASER UNIVERSITY | Interactive Arts & Technology Fall 2015 - Present Bachelor of Science

SIAT at Simon Fraser University is an interdisciplinary program that combines various fields of study ranging from media arts to interaction experience in order to create an immersive study regarding innovative design.

## TECHNICAL SKILLS

<b>DESIGN</b>	Photoshop	●●●●●●	<b>WIREFRAMING</b>	Axure	●●●○○○	
	Illustrator	●●●●●●		<b>CODING</b>	HTML & CSS	●●●●●○
	InDesign	●●●●●○			Javascript	●●●○○○
<b>VIDEO</b>	Premiere Pro	●●●●●○	Java	●●●●●●		
	After Effects	●●●●○○				