

WEB kevinchua.ca

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KEVIN CHUA

User Experience Designer

Multidisciplinary designer and business strategist with 4 years of professional and project experience. I have designed products that shipped.

COMPETENCIES

Design

Interface Design
Wireframing / Prototyping
Conceptual Modeling
User Research
Usability Testing

Business

Product Strategy
Business Analysis
Client Communications
Project Management
Presentations

Tech

Sketch
Zeplin
Adobe Creative Suite
Invision
HTML / CSS / jQuery

Personal

Yoga
Running
Hiking
Biking
Snowboarding

WORK EXPERIENCE

UX/UI Designer & Product Manager at **Weddingful** from Dec 2015 to present

Weddingful is an online marketplace that connects couples with wedding vendors.

Led product development for the redesign of the new site. Translated grand, conceptual ideas from the team and customers into delightful and valuable experience for couples. Worked closely with our remote software development team for execution.

User Experience Designer at **Visier** from Sept 2014 to Apr 2015

Visier is a SaaS startup that creates user centric analytic applications for Fortune 500 companies.

Worked on the design team where I focused primarily on Workforce Analytics and its Admin Panel. For Workforce Analytics, I designed various components of the application. For the Admin Panel, I designed the workflows for a major security feature and led a full visual redesign of the UI. Directly reported to the Product Design Lead.

Teaching Assistant at **Simon Fraser University** from Sept 2012 to Aug 2015

Led tutorials to around 60 students per semester for: Intro to Business Technology Management and Commercial Law.

For Introduction to Business Technology Management, I taught students technical skills in the Microsoft Office Suite. Some of the skills taught included database creation, database querying, and diagramming. For Commercial Law, I crystallized law concepts through weekly case discussions. I consistently ranked highly in reviews and was the top 5 TA for spring 2013.

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PROJECT EXPERIENCE

UX/UI Designer

Designed an app that connected like-minded travellers across the world

Process

Created a user Journey map and personas to ensure we solved the user painpoints

Result

Designed a user centric app that recieved praise from the professor and TA.

User Research
Prototyping
Interfaface Design

PROJECT NAME

Foreign

TYPE

Conceptual Design

DURATION

5 Weeks

Project Manager

Ran a sock focused clothing drive & awareness campaign to help the less fortunate.

Process

Co-organized and created the promotional materials for the events.

Result

Raised \$220, collected 60 bags of clothing and reached out to over 500 individuals.

Project Planning
Marketing Strategy
Graphic Design

PROJECT NAME

MADforchange

TYPE

Social Campaign

DURATION

3 Months

Marketer

Marketed for a club that gives students international business opportunities.

Process

Created targeted promotional materials by analyzing market segement.

Result

Rebranded and increased the awareness of the organization.

Market Research
Marketing Stratgey
Branding

CLUB NAME

IBA

TYPE

Student Club

DURATION

1 Year

Business Analyst

Helped MasionBlanche Consulting draft a proposal for the Ministry of Trade.

Process

Conducted market research, outlined possible logic model and create designs.

Result

Provided detailed analysis and recommendations for the LNG-Buy BC project.

Data analysis
IT Strategy
Client Communications

PROJECT

LNG-BuyBC Web Service

TYPE

IT Systems Analysis

DURATION

4 Months

EDUCATION

Bachelor of Business Administration at Simon Fraser University

Graduated October 2015 with a 3.62 GPA

Design Minor; Marketing and Management Information Systems Concentrations

Extracurricular

National 2nd Place Winner - SportHack 2015

3rd place - Elite Case Competition

VP Marketing - International Business Association

Judge - FIC Case Competition