

WEB kevinchua.ca

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PHONE 778 317 9819

KEVIN CHUA

UX Designer & Product Manager

A UX Designer with 4 years of experience and have led a development team for 3 years. I am passionate about turning qualitative and quantitative user insights into great products for our customers.

COMPETENCIES

Design

Interface Design

Wireframing / Prototyping

Conceptual Modeling

User Research

Usability Testing

Business

Product Strategy

Business Analysis

Client Communications

Project Management

Marketing & Branding

Tech

Sketch

Zeplin

Invision

Adobe Creative Suite

HTML / CSS / jQuery

Personal

Brazilian Jiu-Jitsu

Snowboarding

Hiking

Biking

Yoga

WORK EXPERIENCE

UX Designer & Product Manager at **Discover Therapies** from Jan 2017 to present

Discover Therapies is a patient recruitment platform for large pharmaceutical companies.

Leading product design & development. Responsible for discovering and implementing new ways to educate patients about clinical trials and the benefits associated with it. I work closely with the sales, marketing and operations to execute our various patient recruitment campaigns.

UX Designer & Product Manager at **Weddingful** from Dec 2015 to Dec 2016

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 a delightful and valuable experience for couples. Worked closely with our remote software development team for execution.

UX 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.

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PROJECT & CAMPUS EXPERIENCE

Teaching Assistant

Led tutorials to around 60 students per semester for two courses

Process

Fostered a positive and comfortable learning environment for students.

Result

Ranked highly in reviews and was the top 5 TA for spring 2013.

Data analysis

IT Strategy

Client Communications

ORGANIZATION NAME

Simon Fraser University

TYPE

Education

DURATION

3 Years

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 segment.

Result

Rebranded and increased the awareness of the organization.

Market Research

Marketing Strategy

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 models and create designs.

Result

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

Data analysis

IT Strategy

Client Communications

PROJECT NAME

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