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Product Designer | Digital Marketer

Simplifying complexity by transforming fragmented workflows into seamless, human-centric digital ecosystems. Bridging the gap between functional structure and human connection to ensure complex information remains clear and intuitive.

Experience

Lead Designer | Panday

Sept — Dec 2025

<https://panday.app/>

- ▲ Developed the product strategy and user profiles using insights from competitor research, focus groups and targeted user surveys
- ▲ Built a high-quality app interface using a flexible Figma component library with interactive nodes and progress trackers
- ▲ Designed a smooth onboarding process with simple sign-in flows and a tutorial system to help new user navigate the app's features
- ▲ Created a recognizable brand identity by designing the logo, mascot, and landing page, along with professional print brochures and business cards

UI/UX Designer | WhatSUP

Jan — May 2025

- ▲ Modernized the platform's visual identity by leveraging user feedback and a strategic color palette to transform a dated interface into a clean, contemporary experience.
- ▲ Streamlined site navigation through a redesigned sitemap, ensuring key information is easily discoverable by bridging functional structure with user needs.
- ▲ Led the end-to-end development process by prototyping and testing designs in Figma and building a fully responsive, functional site in WordPress.

Education

Digital Design & Development Diploma

British Columbia Institute of Technology
Sep 2024 — Expected May 2026

Telecommunication System Technician Diploma

British Columbia Institute of Technology
Sep 2020 — June 2022

Skills

Design & UX

- ▲ Figma Design System
- ▲ User Research & Strategy
- ▲ Adobe Illustrator
- ▲ Interactive Prototyping
- ▲ Usability Testing
- ▲ Information Architecture

Brand & Creative Direction

- ▲ Brand Identity System
- ▲ Adobe InDesign
- ▲ Mascot & Logo Creation
- ▲ Content Strategy
- ▲ Adobe After Effects
- ▲ Video Production & Storyboarding

Tech & Digital Strategy

- ▲ SEO & Conversion Strategy
- ▲ WordPress Development
- ▲ HTML5 and CSS3 Styling
- ▲ Responsive Web Design

Languages

English (Written/Spoken)
Mandarin (Spoken)