

# Elizabeth Chen

## UI/UX DESIGNER

Hello! I am a UI/UX Designer with a background in psychology and web design & development. Guided by empathy and driven by data, my goal is to create functional, inclusive designs.

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linkedin

778-930-0228

elizabethchen.ca

elizabethchen0223@gmail.com

## EXPERIENCE

### Web Designer Intern | Purplely

June 2021 - Aug 2021, Vancouver, BC

- Participated in building a platform that makes candidate information accessible to help increase voter turnout in local elections.
- Designed pixel-perfect 4 high-fi mockups (landing, about, election page, candidate info page) for both desktop and mobile in light and dark mode.
- Collaborated with a team of 3 developers to successfully hand-off designs made into responsive and functional websites.
- Used strong attention to detail and empathy to successfully redesign website layout, composition, color, and typography.
- Designed visual materials for website launch

### Web Designer Intern | We Red Bridge

Sep 2020 - Dec 2020, Shanghai, CN

- Cooperated closely with the marketing team to develop design concepts and site mockups for marketing projects
- Worked alongside professional graphic and web designers to create web graphics and illustrations using Adobe Suite
- Participated in weekly design meetings for ideation and presented to stakeholders

## PROJECT

### WeStudy - Capstone Project

Sept - Dec 2021, BrainStation

An iOS app that helps college students tackle cell phone distraction through co-working in virtual study rooms

- Created and executed thorough user research plan
- Ideated and iterated on low-fidelity sketches & wireframes
- Prototyped and user tested high-fidelity mockups
- Prepared designs for developer handoff
- Tools used: Figma, Invision

## EDUCATION

### BrainStation

Diploma

User Experience Design

Sep - Dec 2021

Vancouver, BC

### New York University

BA in Psychology;

Minor in Web Development

Graduated May 2021

New York, NY

## SKILLS

Research & Strategy, Persona Development, Storyboarding, Info Architecture, Wireframing & Prototyping, Usability Testing, Design Systems, Responsive Design, Brand Development, Design Thinking, Illustration

## TOOLS

Figma (Prototyping), Sketch, InVision, Adobe XD, Photoshop, Illustrator, InDesign, Procreate, Webflow, Microsoft Office, Pitch, Canva, HTML/CSS, JavaScript