

# Evangeline Chan

Project & Operations Manager | Product Designer

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## EXPERIENCE

### **HERA Studios Inc., Richmond, Vancouver (2 yr 5 mo.)**

#### **— Project & Operations Manager**

Jan 2022 - PRESENT (1 yr 2 mo.)

Project managed and set up 2 megawatt of electricity in Richmond. Researched, obtained resources, monitored progress and ensured project delivery to be on time and within budgeting scope. Kept all necessary personnel informed of progress status, costs, issues, questions and concerns.

#### **— Digital Designer**

OCT 2020 - DEC 2021 (1 yr 3 mo.)

Transformed and integrated traditional wedding photography into modern eCommerce experience. Designed, built and managed custom website in Shopify.

### **Gary's Patisserie, Vancouver — Digital Marketing (Contract, part-time)**

JUNE 2020 - PRESENT (2 yrs 9 mo.)

Revamped website, implemented marketing strategies and increased promotion of products through social media, Google, and Yelp. Result in increased sales revenue and return customer rate by 150%+ based on Shopify's analytics.

### **Li & Fung Limited (International Supply Chain), Hong Kong — Product Designer (UX Team)**

OCT 2019 - MARCH 2020 (6 mo.)

Explored to transform existing company system platforms and processes to increase textile design efficiencies and predict seasonal trends through participating in user group interviews, defining user persona and creating user journeys.

### **Toasty.ai (previously known as juven), Hong Kong — UI/UX Designer**

OCT 2018 - OCT 2019 (1 yr 1 mo.)

Researched user needs through and hosted interviews to optimize design to improve user experience for existing platform and new product

## SOFTWARE

### **Software**

Sketch  
Zeplin  
Marvel  
Figma  
Adobe Suite (Photoshop, Illustrator, Indesign)

### **Design**

Product Design  
UI Graphics  
User flow  
Concept sketches  
Wireframe  
Mock-up  
Prototyping  
Persona & Scenario  
Component library  
Style guide  
Branding  
Visual design

### **Research**

Interview  
Survey  
Contextual inquiry  
Usability testing

### **Language**

Basic HTML & CSS

features while instilling brand identity of company. Recorded and analyzed findings and made mockups and UI wireframes to communicate interaction and features for product manager and dev team

### **vivovii, Hong Kong— Senior Branding/ Marketing Designer**

AUG 2016 - AUG 2018 (2 yr 1 mo.)

Led the design of website, web application, branding and marketing materials from start to finish. Standardized user interface design elements to improve design team's efficiency whilst project managed, clarified business requirements, and identified development constraints through liaising with COO, Engineering team and UI/UX team. Participated in delivering user flows and user stories with low and high fidelity wireframes. Trained new design hires and taught young designers to prioritize and plan project pipelines.

### **Best Buy Canada., Vancouver (4 yr 5 mo.)**

#### **— Digital Production Artist**

AUG 2014 - DEC 2015 (1 yr 5 mo.)

Compiled responsive email campaigns using HTML and CSS to millions of subscribers, nation-wide daily. Took part in digital advertising campaigns such as generating web banners, web ads, and social media banners. Compiled internal brand guideline to accelerate on-boarding new hires, new department members and team-wide adoption of digital team's update.

#### **— Print Production Artist**

AUG 2011 - AUG 2014 (3 yr 1 mo.)

Designed and assembled flyers, signage and promotional collaterals in printed and digital form. Reviewed graphics, layouts, final copy and fonts before print production for quality assurance.

## **EDUCATION**

### **Simon Fraser University, Burnaby, Vancouver— Interactive Arts & Technology, Bachelor of Arts**

2005 - 2010