

alison chan

uxui • graphic designer • videographer

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portfolio <http://alisonchanhh.com/>

THIS IS ALISON

I am an enthusiastic UX/UI designer in creating enjoyable digital experiences and interactions. I also have a strong interest in visual communication on graphic design and videography from my work experience and academic projects.

I look forward to exploring more on the above aspects of design and also contributing my skills and knowledge with the flexibility in various creative and technical tools.

SKILLS

design

interface and web design, prototype
graphic design
publication design (magazine)
photography and editing
videography

technical

Adobe Photoshop, Illustrator, InDesign,
Premiere Pro, After Effects, XD

3D Modeling and Environment Design:
Maya, Unity

DSLR Camera
Html/ CSS, Processing

language

English,
Cantonese (native),
Mandarin

EDUCATION

Simon Fraser University, Canada

Sep 2016 - Present

B.A. Interactive Arts + Technology
Design Concentration; Minor in Publishing

Presenter in 2018 FCAT Undergraduate Conference
SFU Dean's Honour Roll 2018 Fall - 3.59 GPA
SFU Dean's Honour Roll 2019 Spring - 3.84 GPA

UX/UI DESIGN EXPERIENCE

Interaction Design in VR Game

UXUI Design and Research
Team Project
Jan - Apr 2020

BACKGROUND

Produced an immersive, interactive Unity3D VR game to reflect issues on consumerism with aim to positively shift user's perspective and/or behaviour.

ROLE

- Drafted and sketched storyboard for early concepts.
- Designed the interaction between player and key obstacles in game levels.
- Present and visualized ideas through art direction, sketches and user flow.
- Created a final poster to promote and invite public players.

Momate App - UX/UI

User Researcher, UXUI and IxD Design
Team Project
Oct - Dec 2019

BACKGROUND

Designed a mobile app for a specific target audience, local young mothers. Worked in a full user-centered design process to research and propose idea, then design, prototype, refine and user-test the application.

ROLE

- Responsible for visual design (font, color, hierarchy, interface elements).
- Assisted in interaction design which allowed target group to achieve goals easily and effectively.



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GRAPHIC DESIGN EXPERIENCE

SoulPacker Travel Magazine

Publication Design, Solo Project
Jun - Aug 2019

BACKGROUND

Worked as art director with own concept to design, package an effective print and digital periodical from brand, editorial, marketing collateral to advertising with a goal to gain, reach and generate cross-platform traffic.

Ideated and developed from brand identity, readership, art direction, content organization, (print and web) editorial layout to advertising campaigns.

Contract Graphic Designer

PC Tours & Travel Hong Kong
Jun - Jul 2018

BACKGROUND

- Created a 300+ page digital abstract book for Hong Kong NANO 2018.
- Designed an eye-catching cover and organized the layout of content for academic reports.
- Crafted digital banners for web page and e-blasts to promote upcoming events.

DESIGN EXPERIENCE WITH CLIENTS

Design Research for Girls In Tech Vancouver

Interaction Design Methods
Team Project
Sep - Dec 2019

BACKGROUND

Communicated with GIT team to research, frame current problems or challenges, create a design solution that could propose to the organization.

ROLE

- Took part in weekly research, slide deck and presentation.
- Designed and prototyped final design solution — new webpage and activity sections.

Documentary for Artist In Residence Studios Program

Cinematography, Video & Sound Editing
Team Project
Feb - Apr 2019

BACKGROUND

Produced a 5-minute documentary for AIRS program in Vancouver. Closely worked, communicated with and interviewed the client.

ROLE

- Assisted in initial storyboarding and art direction in pre-production.
- Responsible for on-set audio recording and b-rolls filming;
- Took part in main video and sound editing in post-production — keeping in mind on the emotion flow to connect with the audience.

OTHER WORK EXPERIENCE

Summer Course Tutor

Lei Tung Community Centre, Hong Kong
Aug 2018

BACKGROUND

Taught weekly art courses, consisting of 5-8 kids from 4-7 years old. Prepared course materials and taught attendees drawing, painting, making little mechanics and hand crafts.

Server and Barista

Lotus Cake Boutique, Richmond B.C.
Cafe Crepe, Vancouver B.C.

Oct 2017 - Jan 2018
Jul - Oct 2017

Server

Genki Sushi, Hong Kong
Pizza Hut, Hong Kong

Jun - Aug 2016
Jun - Aug 2016

