

Work Experience

DIGITAL DESIGNER

Co-op position at:
Moment Energy | EV Battery Repurposing Company

- Spearheaded website overhaul implementing Figma prototypes into a fully-responsive website on Webflow in under **3 months**
- Crafted persuasive content and visuals for partner pitch presentations, empowering co-founders to captivate audiences and **secure partnerships**
- Oversaw video editing and coordinated social media strategies to enhance user engagement and brand presence on LinkedIn/ Instagram
- Boosted LinkedIn engagement to **12% more users** reach on average per quarter

JAN 2023 - AUG 2023

TEACHING ASSISTANT

Simon Fraser University | IAT 202 (New Media Images)

- Instructed **60 students** in editing, After Effects, Premiere, sound, and lighting techniques within an accelerated **8-week semester**
- Managed two sections of up to 30 students each, showcasing adept organizational and communication abilities
- Offered additional personalized support following 5-weeks of the SFU union strike, ensuring uninterrupted learning experiences for students

SEP 2023 - DEC 2023

GRAPHIC DESIGN COORDINATOR

Reach Program for **SFU Marketing Association**

- Oversaw daily content creation as the sole designer for two leading boutique-lifestyle businesses in Vancouver, simultaneously.
- **Raised conversion rate** from Instagram to company websites by **11%** on average from both companies
- Captured daily product videos and photos, producing and uploading 5 Instagram posts and stories consistently for an intense 90-day period.

SEP 2020 - DEC 2020

Leadership Roles and Experience

REGIONAL SOCCER REFEREE

Semi-Pro Ref for **BC Soccer**

- Accustomed to high-pace and pressure environments, able to manage difficult situations and diffuse conflicts effectively
- Refereed 500+ games over 9 years at district level : Canada West (college), Fraser Valley Men's League, BCSPL

SEP 2014 - PRESENT

ENGLISH TEACHER + CAMP INSTRUCTOR

Volunteering Abroad in **Guangzhou, China**

- Volunteered in Canada Global Culture & Education Association (CGCEA) teaching English and facilitating outdoor skills program for children in China ages 7-14
- Strengthened cultural ties with China/Canada through language exchange

JUN 2017 - AUG 2017

skills

design

UX/UI DESIGN
INTERACTION DESIGN
EXPERIENCE DESIGN
UX RESEARCH
SOUND DESIGN
2D/3D ANIMATION
FRONT-END WEB DEV

apps

FIGMA
PHOTOSHOP
PREMIERE
AFTER EFFECTS
ILLUSTRATOR
AUTODESK MAYA
FL-STUDIO
WEBFLOW

coding

HTML5/ CSS3
JAVA + JAVASCRIPT
REACT

education

SFU

School of Interactive
Arts and Technology

Bachelor in Arts

Concentration in Design

(2018 - 2024
*Expected Grad.)