CLARE HUANG

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UX Experience

NOTETRACKS INC.
Product Designer (Contract On-Call) | April 2023 - Present

- Designing visually engaging web page components to showcase the Notetracks product features and functionalities to enhance viewer understanding of the product and increase engagement
- Developing an internal image-sourcing tool that streamlined the process of discovering images for marketing materials, improving efficiency and enabling high-quality content creation

DOSSIER CREATIVE
Railyard Lab Brand Designer | January - May 2022

- Collaboratively designed presentations, brand & creative strategy components, and web pages using Figma and Illustrator
- Consulted in a team of 5 members, managing 3 clients: CleanStart Property Services, Adler Centre and Social Value Canada to create comprehensive brand refresh materials
- Conducted in-depth research on clients and competitor organizations, collecting data and documenting insights in Google Drive, Miro, and Figma

LANDSURE SYSTEMS LTD.
UX Designer/Researcher | September - December 2021

- Designed multi-page web forms, email announcements, diagrams and workshops using Axure RP 10, LucidChart and Miro
- Consulted over 14 legal professionals through Microsoft Teams interviews and Miro workshops to collect user data for improving released products
- Conducted thorough research for in-development products, documenting findings in Confluence and presenting summarized insights through internal PowerPoint presentations

Graphic Design Experience

EVERGLADE DEVELOPMENT
Graphic Designer (Contract On-Call) | November 2023 - Present

- Designing social media graphics and digital-to-print templates to promote development projects and advertising campaigns to existing and potential homebuyer audience
- Conducting research on competitor advertising strategy landscape to ensure effective engagement with target audience

SEEDLING ART CO.
Junior Product Designer (Contract Part-Time) | July 2022 - December 2023

- Created engaging digital-to-print assets, including illustrations, mental wellness activity worksheets, and stickers for the Seedling Journal using Photoshop and Illustrator
- Designed impactful promotional media for Instagram posts, stories, and Kickstarter campaign using Figma and Canva
- Collaboratively prototyped web page drafts to enhance the user experience on the Seedling website

Education

SIMON FRASER UNIVERSITY
September 2018 - October 2023

BSc Interactive Arts & Technology (Design Major)

Extracurricular

EUNOIA UX DESIGN JAM
Research & Communications Lead | January - April 2023

- Scouted 12 small businesses and social impact organizations within a 2 week period
- Aggregated research data from discovery interviews into 9 client brochures for distribution to 48 student teams
- Corresponded with clients daily, arranging client schedules and signups for client/student team online meetings, forwarding student inquiries and hosting meeting sessions

SFU ESPORTS ASSOCIATION
Graphic Designer | October 2020 - September 2023

- Designed promotional media for Facebook, Instagram, Twitter and Discord using Photoshop, Illustrator and Figma
- Created Twitch stream overlays (caster, match, intermission) for club esports events
- Illustrated assets for use in club Discord server

TECHNICAL SKILLS

UX/UI Design, User Research, Wireframing, Prototyping, Branding, Visual Design, Print Design, Web Design, UX Writing, Illustration, Video Editing

TOOLS

Adobe Creative Suite, Figma, HTML/CSS, Javascript, Miro, Framer, Axure RP, Lucidchart, Confluence, Jira