

- PROFILE**
- Empathetic designer with strong interest and experience in qualitative and ethnographic research
 - Recognized as a leader, mentor and team player who is reliable and dedicated
 - Multi-national work experience and knowledge in diverse fields: marketing, data mining, ethnography
 - Fluent spoken Cantonese, intermediate Japanese, and beginners French and Italian

WORK EXPERIENCE **Information Architect and Researcher - Full Time**

HeathWallace Ltd. Hong Kong

Jan. 2010 – Present

- A key player in developing the Hong Kong office's user research proposition
- Planned, executed, reported and presented user research such as shadowing, interviews, usability testing and persona creation.
- Responsible for balancing end user needs and client's business needs in delivering site structure and wireframes for public and transactional websites primarily for financial institutions

Communications Coordinator + Interaction Designer - Contract

Team North

Mar. 2008 – Dec. 2008

- Conceptualized, prototyped and created scenarios for interactive systems that would promote a sustainable lifestyle for the residence
- Designed posters for a 10ft wall space at the Surrey Art Gallery generating interest and excitement from the public on the innovative work being done by Team North
- Managed audience research initiative team, conducted interviews, and created personas that resulted in the design of systems tailored to our targeted audiences' lives

Interaction Designer - Co-op Full time

Research in Motion – User Experience Design Team

Jan. 2007 – Dec. 2007

- Designed layout and mock-ups for documentation portal in collaboration with a third party company; ensured good usability on both front and back ends of the system
- Introduced qualitative research and testing methods to my team, adding to their arsenal more effective ways of gather user needs and usability problems
- Developed a style guide for Blackberry applications through implementation and usage of a CMS system, in order to initiate reaction to critical inconsistencies and problems

EDUCATION **Bachelor of Science - Interactive Arts and Technology: Interaction Design**

Simon Fraser University

Sept. 2003 - June 2008

- Design driven by needs of people within the scope of human computer interactions
- Theories and methods applied into numerous client driven and conceptual projects
- Electives include: kinesiology, business intelligence, Asian and Asian-Canadian studies

Italia Design Field School 2006

- Interviews of top designers (ie: Mendini, Carlotta de Bevilacqua) and in-field ethnographic research was conducted to gather data on Italy's ability to continually innovate over the decades
- Coauthor of 30 page paper and contributor of 3 information models that critically analyzed the relationship between Italy and China

TECH SKILLS **Design:** Axure, Illustrator, InDesign, Photoshop

Web: HTML, CSS, XML, working knowledge of JQuery and Java scripting

Motion Graphics: Basic After Effects, Combustion, and Flash

Audio Visual: Audacity, Final Cut Pro, Adobe Premiere, filming experience

Other: Tableau, SPSS, SAS, MS Office

VOLUNTEER **Inov8.ca:** Collaborated in developing ideas to launch and grow this social innovation community

RIM Campus Ambassador: Organized and conducted information sessions promoting RIM Co-op positions; provided feedback on resumes and made recommendations

OTHER INTERESTS • Traveling, surfing, wind surfing, snowboarding, city exploring, dirt biking, sky diving