

TIFFANY YAP

PRODUCT DESIGNER

EXPERIENCE

Design Director | nwPlus

APRIL 2019 - PRESENT, VANCOUVER, BC

- Lead the design team in generating design concepts, defining project goals, and tracking project progress.
- Conduct user research, usability testing, wireframing, and prototyping for nwPlus' internal tools
- Design website UI, illustrations, promotional graphics, and signage for nwPlus and its hackathons.

Marketing & Design Director | UBC BizTech

APRIL 2018 - APRIL 2020, VANCOUVER, BC

- Led both marketing & design teams and spearheaded a project management system to track event progress.
- Created the branding & graphics of Blueprint Conference 2018, Tri-Mentorship Program, and other club events.
- Increased registration to 100+ signups per event & audience engagement of 50000+ people by developing a marketing strategy backed by data analytics.

Marketing Specialist Intern | NEKSA

JULY 2019 - NOVEMBER 2019, VANCOUVER, BC

- Designed and created newsletter content & email marketing strategies for NEKSA & Taylor Ryan Executive Search that aligns with respective branding.
- Researched and wrote copy centered around career management including daily social media posts, articles, and newsletters.
- Increased social media following & engagement by developing social media marketing strategies to target NEKSA's consumer segments.

EDUCATION

University of British Columbia | Bachelor of Commerce

2017 - 2021, VANCOUVER, BC

Dual Specialization in Business Technology Management & Marketing

BrainStation | Diploma Candidate, User Experience Design

2020, VANCOUVER, BC

PROJECTS

FireScout | Brainstation Capstone Project

Designed an app that informs online activists about global issues & encourages real-world action. I was involved in the user research, prototyping, usability testing, wireframing, UI design.

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PROFILE

Detail-oriented user experience designer focused on delivering delightful & meaningful solutions. I am pivoting into a design career with a background in marketing, business technology management, and graphic design. This helps me to create digital experiences that understand the consumer's behavior & fit the business' goals.

SKILLS

User Research, Usability Testing, Prototyping, Wireframing, Storyboarding, Information Architecture, Interaction Design, Motion Design, Graphic Design, Illustration, Branding, Copywriting, Project Management

TOOLS

Figma, Sketch, InVision, Adobe Creative Suite (XD, Illustrator, Photoshop, Lightroom, Indesign), Marvel POP, Principle

LANGUAGES

English, Filipino

AWARDS

CUS Empowerment Award 2020

UGO Student Grant Recipient - Spring 2020

UBC Imprint Impact Case Competition 2020 - Top 5 Team Finalists