

VANESSA TAN

UX/UI DESIGNER

EXPERIENCE

Marketing Coordinator | Sotheby's International

JAN 2018 - JUNE 2020, TORONTO, ON

- Planned and executed a successful digital and social media strategy for a Realtor to help improve user engagement and increased Instagram and Facebook followers by 50%.
- Developed ideas and executed tactics that effectively communicated Sotheby's International core message to their target audience.
- Conducted research based on the client's ideal customer in order to anticipate their needs to improve customer satisfaction.

Brand Designer and UX Designer | Equithon

NOV 2017 - MAR 2019, WATERLOO, ON

- Collaborated with the marketing team to create effective solutions that increased the participation rate by 20%.
- Grew sponsorship sales by 15%, after researching and rebranding promotional materials across Canada using Figma.
- Worked in a ux design team to formulate brand identity and coordinated with the engineering team to meet tight deadlines.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JUNE 2020 - SEP 2020, TORONTO, ON

University of Waterloo | Bachelors in Psychology

SEP 2016 - JUNE 2020, WATERLOO, ON

PROJECTS

Patients First Design Project | Lead User Experience Designer

JUNE 2020, BRAINSTATION

Waves | Lead Copywriter, Assistant Maker

JUNE 2020, BRAINSTATION, Sprint 2 with Ernst & Young Firm

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SKILLS

Sketch, Figma, Invision, Microsoft Office, Photoshop, POP marvel

PROFILE

Hi, I'm Vanessa. I am a passionate designer interested in creating digital experiences and integrating my psychology background to encourage social change.

User centred designs are beyond just design patterns to me. With knowledge of both psychology and design, my work is based on the intersection of technology and understanding human behaviour.