

KRYSTLE CHAN

UX Designer

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PROFILE

Embarking on an exciting journey into UX design, I'm fueled by a passion for infusing empathy, creativity, and user-centered solutions through compelling storytelling.

With a background in theater design and marketing, I have honed my skills in creating enchanting narratives and immersive experiences. I can't wait to use my empathetic storytelling abilities in UX to craft intuitive, emotionally engaging digital adventures for users.

SKILLS

UX/UI Design, Figma, Sketch

Adobe Creative Suite, Wireframing, Prototyping, CAD

EDUCATION

BrainStation | Diploma, User Experience Design

SEPT 2023 - DEC 2023, ONLINE

Shillington Education | Certificate, Graphic Design

SEPT 2016 - DEC 2016, LONDON, UK

Wimbledon College of Art (UAL) | BA (Hons), Theatre Design

SEPT 2013 - 2016, LONDON, UK

Central Saint Martins (UAL) | Foundation Diploma, Performance Design and Practice

SEPT 2012 - 2013, LONDON, UK

EXPERIENCE

Co-Founder | Ose Consultant Limited

DEC 2021 - 2023, HONG KONG, HK

- Co-founded and managed a restaurant consulting agency, providing creative direction and aligning with local market preferences

Opened *Chiufury*, we introduced a groundbreaking culinary concept in Hong Kong, igniting a fresh dining experience embraced wholeheartedly by the local community.

Project Manager | O Studio

SEPT 2017 - 2018, SHANGHAI, CN

- Initiated and managed 10+ fashion retail projects, ensuring adherence to brand guidelines and creative project proposals.
- Managed the successful launch of multiple pop-up stores for a high-end fashion brand in ISETAN Tokyo, one of Japan's largest shopping malls.

Oversaw the successful opening of "Otto and Anna," a flower design concept studio, expanding the company's portfolio.

Marketing Manager | van der Bloom

JUL 2020 - 2023, HONG KONG, HK

- Established high-end fashion brand partnerships, amplifying brand visibility and securing resources.
- Secured a \$1 million HKD contract with a high-end fashion brand, enabling our team to provide them with exclusive floral arrangements for their events throughout the year.
- Successfully rebranded our flower subscription service, resulting in a 30% increase in brand engagement, a 20% increase in subscriber base, and positioning our unique floral arrangements as key elements in enhancing events and celebrations.

PROJECTS

UI/UX Designer, UX Research | Qite

SEPT 2023 - DEC 2023, BRAINSTATION CAPSTONE PROJECT

- Conducted in-depth research, deriving cultural insights pivotal in addressing core user needs.
- Applied strategic thinking to design an empathetic, culturally-resonant app experience through iterative prototyping and user testing.
- Crafted polished brand identity and intuitive interface applying creative thinking and choices.

UI/UX Designer | CINEM8

NOV 2023, 24-HOUR, BRAINSTATION HACKATHON PROJECT

- Led UX design, collaborating cross-functionally with 8 software engineers in an agile setting under tight timeline constraints.
- Applied strategic thinking to address Roku's industry needs, ensuring a seamless and innovative streaming experience.
- Delivered polished Hi-fi prototypes under 24 hours.