

Raymond Chou

UX Designer

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raymondchou.design

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My decision to become a UX designer stems from my desire to combine what has given me the most fulfillment from my past two careers: photography and digital marketing.

As a former professional photographer, I always yearn to do something creative. Because of this, UX design was a natural choice.

As for digital marketing, what I've found most gratifying is designing solutions for people using data and research. Upon learning that UX shares similar goals, I knew this was a career path that I had to pursue.

EXPERIENCE

UI Designer | Baza Dance Studios

MAY - JUN 2020, VANCOUVER, CA

- Led the strategy and redesign of Baza's website in order to maximize online registrations during COVID-19
- Redesign resulted in a 21% lift in registrations for online classes (July 2020 vs June 2020)

Digital Marketing Specialist | ToursByLocals

JUL 2019 - JUN 2020, VANCOUVER, CA

- Managed over \$500,000 monthly in pay-per-click advertising using Google Ads and Microsoft Advertising platforms
- Helped create and execute usability tests which resulted in several improvements to website of ToursByLocals
- Led Search Engine Optimization initiatives which helped ToursByLocals maintain a 30% YOY increase in organic traffic

SEO/SEM Specialist | RTOWN

JUN 2018 - JUL 2019, VANCOUVER, CA

- Managed over 50 customer accounts while being the sole SEO/SEM specialist within RTOWN
- Led powerpoint presentations to RTOWN's highest value customers
- Designed and built landing pages for ad campaigns which resulted in over 800% return on ad spend for select customers

EDUCATION

BrainStation | Diploma, User Experience Design

JUL - SEP 2020, VANCOUVER, CA

RED Academy | Diploma, Digital Marketing Professional

APR - JUN 2016, VANCOUVER, CA

UBC | Bachelor of Arts, English Literature

SEP 2006 - MAY 2010, VANCOUVER, CA

SKILLS

Sketching/Wireframing/Prototyping, HTML & CSS, Google Analytics, Conversion Rate Optimization, Photo & Video, A/B Testing

PROJECTS

BoundZero (<https://bit.ly/3mZin7V>) | UX / UI Designer

JUL - SEP 2020,

Digital solution that connects travellers with private tour guides worldwide