# Steffi Chan

UX/UI DESIGNER

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## PROFILE

With a background in marketing and graphic design, I am shifting my career into the UX / UI field.

I have experience working in various industries including beauty, education, legal gambling, and luxury furniture.

I am a design-oriented individual who is dedicated to create solutions for users and brands.

## SKILLS

UX Design (Figma & Mockup)

Graphic Design (Adobe Creative Suite)

Email Marketing (Klaviyo & Mailchimp)

Project Management Tools (Notion, Asana, Jira & Trello)

Website Management (Drupal, Craft & Shopify)

Social Media Management (Meta Business Suite)

Campaign Performance Analysis (Google Analytics)

## EXPERIENCE

### Sales Promo & Marketing Coordinator | Rove Concepts

JAN 2022 - JUL 2023, VANCOUVER, BC

- Designed 3+ visually-appealing website banner creative and email layouts per week to boost user activity, site traffic and sales.
- Implemented and monitored performance of 100+ email campaigns and flows to increase engagement with ecommerce customers.
- Organized website content to showcase 20+ products per landing page throughout heavy sale periods to increase customer orders.

### Marketing Co-op, Social Purpose & Player Experience | BCLC

DEC 2020 - AUG 2021, REMOTE

- Coordinated 3+ product campaigns per week between internal & external stakeholders to promote game launches and promotions.
- Presented site metrics in monthly sprint reviews to gauge successful strategies for website performance and player engagement.
- Crafted 10+ departmental e-newsletters to communicate monthly promotions and projects executed by cross-functional teams.

### Digital Marketing Co-op | SFU Beedie School of Business

SEP 2019 - APR 2020, VANCOUVER, BC

- Implemented 100+ stakeholder requests to create on-brand, organic & paid social media campaigns, boosting community engagement.
- Developed copy and scheduled reltable content across all social media accounts to showcase student opportunities and events.
- Compiled qualitative research through 10+ phone interviews with alumni to refine graduate program recruitment campaigns.

## EDUCATION

### BrainStation | Diploma, User Experience Design

SEP 2023 - DEC 2023, VANCOUVER, BC

### Simon Fraser University | Bachelor of Business Administration, Marketing Concentration with Co-op Education Designation

SEP 2015 - DEC 2021, BURNABY, BC

## PROJECTS

### UX/UI Designer & Branding Lead | Kameleon

NOV 2023, BRAINSTATION X ROKU HACKATHON

### UX Researcher & UX/UI Designer | Fleet

SEP - DEC 2023, BRAINSTATION CAPSTONE PROJECT