

Windy Wen

UI/UX Designer

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Competencies

UI/UX Design
Product Design
VI Design
User Research
Wireframing

Skills

Design Tools:

Adobe Creative Suite (PS, AI, ID, XD, PR) | Figma | MS Office

3D Tools:

Maya | Unreal Engine | Houdini
Substance Designer | SolidWorks

Scripting Tool:

Python | HTML, CSS, JS

Education

Centre for Digital Media (CDM)

Master of Digital Media

2022.09 - 2023.12 (Expected)

Trinity Western University

Master of Business Administration

2020.09 - 2022.06

British Columbia Institute of Technology

Advanced Diploma in Technical Arts

2020.09 - 2021.09

Emily Carr University of Art + Design

Bachelor of Design in Industrial Design

2016.09 - 2020.05

Certificates

Canadian Association of

Snowboard Instructors (CASI):

Level 1 Snowboard Instructor

China Tea Specialist Association:

National Vocational Qualification

Level 2

Languages

English
Chinese Mandarin
Spanish (Elementary)

Work Experience

STAR Entertainment, Vancouver, BC

2019.09 - 2023.05

Graphic Designer, Freelance

- Created marketing content for the 2019 Star Music Festival, the 2023 Outerspace Music Festival, and Show Lo World Tour Evolution 2023
- Led a marketing team of 3 for the show coordination of 2019 Star Music Festival
- Boosted total ticket sales by 50+% with accumulated sales exceeding C\$1M

Electronic Soul Games, Hangzhou, China

2022.06 - 2022.08

UI Designer Intern

- Created game logo and promotion pages for game launch in Feb 2023
- Partnered with interface designers and designed more than 50% of the final shipped 2D assets to be integrated into 3D scenes for strong visual effects
- Established project timeline and coordinated tasks among engineers and artists through effective communication

Boom Chicken Restaurant, Richmond, BC

2022.02 - 2022.05

Contract Brand Identity Designer

- Designed holistic VI system of market research, brand positioning, strategy development, and visual application
- Created unique brand identity for the restaurants that is well received by the owner and stakeholders
- Received 700+ positive comments on Google Maps/FanTuan with total of 2k+ of monthly transaction

All Way Solutions Inc, Vancouver, BC

2021.01 - 2021.09

Assistant Instructor

- Guided 3 secondary school students to conceptualize ideas, develop analytical evaluation of work, and use design tools (e.g., Adobe Suite & Figma)
- Assisted students' preparation of art portfolios and provide evaluation of each student's performance and growth through weekly progress reports
- Successfully help the students complete their portfolios

Industry Client Student Projects

Men Building Intimate Partner Relationships

2023.05 - 2023.08

UBC Men's Health Research Program

Centre for Digital Media

UI/UX Design Lead

- Managed a team of 6 to create an online immersive interactive photo exhibition
- Conducted accessible design and research on projects to increase interactivity
- Led the design team from research, wireframe, user test, and final delivery
- Met all clients' objectives and milestones, successfully delivered the product on the official UBC website with high quality and satisfaction

Doppelgängers Game Design

2023.01 - 2023.04

Buffalo Buffalo Game Studio

Centre for Digital Media

UI/UX Design Lead

- Oversaw a team of 6 to design a musical party game with 4 mini-games that utilized generative AI technology in Unity
- Led the team throughout the process of project planning, research, ideation, prototype, user test, to final delivery
- Delivered a high-fidelity playable game prototype with four-game design documents that led to further collaboration opportunities with BuffaloBuffalo