EDWARD CHEN
product designer

www.edwardc.ca
edwardchen@outlook.com
778 938-7898

I am a product designer whose passion and specialization is in interaction design, user experience design, and prototyping. I enjoy integrating motion design and prototyping to communicate and bring ideas to life. I believe great products come from a combination of empathy, creativity, and technology in order to help bring real value to people's lives.

professional experience

PNI Media
Product Designer   2017-present

Designing e-commerce websites and experiences for photo and business printing clients such as Costco, Sam's Club, and Staples. I conduct user research and design responsive web experiences that allow customers to easily create custom print products. I am currently designing with accessibility in mind to help foster usability for all.

Microsoft
User Experience Design Intern   2015

Collaborated with 4 developer interns to design and develop an Internet of Things app for the Windows Phone platform. I led the design vision of the project from start to end, including user flow, UI design, and user experience design. Worked closely with developers in an Agile Scrum environment to take the project from concept stage to working prototype.

Blackberry
Design Insights Associate   2013

Worked on user experience research with the Design Insights team. I performed and provided research and insights in User Experience Design and Industrial Design in order to inspire, guide, and validate initiatives. I led a research project from start-end including recruitment, interviews, analysis, and reporting which was shared up to the Design Executives. Other tasks included creating graphics, storyboards, and videos for presentation and app concepts. Experience working in a usability lab.

toolbox of skills

technical

Sketch	Axure RP	HTML/CSS
Figma	Principle	3ds Max + Maya
Abstract	Flinto	JIRA
InVision	Adobe CC	

concepts

User Research	Wireframing
UI/UX Design	Motion Graphics
Interaction Design	User Testing
Prototyping	Photo + Video

awards

Best UX by Students
Vancouver User Experience Awards 2016

People's Choice Award
Vancouver User Experience Awards 2016

education

Simon Fraser University

School of Interactive Arts & Technology
BA - Design Concentration
2011 - 2016

hobbies + interests

Photography	Music
Basketball	Coffee