
Simon Shum

Multidisciplinary UX Designer

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I craft delightful mobile and web experiences that enrich and educate users. Using a user focused and iterative design process, I ensure design solutions align with business objectives.

Knowledge / Skills

- Problem space identification within time constraints
- Iterative ideations
- Rapid / Paper Prototyping, Wireframing
- User testing and facilitating workshops
- AB Testing and web analytics
- Scrum process and Agile methodologies

Technical Toolbox

- **Design:** Sketch, Axure, Omnigraffle, Balsamiq
- **Coding:** HTML / CSS / SASS, Javascript / JQuery
- **Editing:** Adobe CC Suite (PS, Ai, ID)
- **Email:** Litmus, Hubspot, ExactTarget
- **Creative:** Sketching, Photography
- **Testing:** Double Click Studio, Adobe Target, Google Web Analytics

Employment

BuildDirect

UX Designer

June 2013 - Present

UX Design Responsibilities

- Connect user focused solutions to business goals.
- Create competitive analysis supported with quantitative data
- Generate user flow / wireframes / mockups for tech development
- Design and build prototypes for user testing
- Support UX Researcher with user testing and interpreting feedback
- Create documentation and support brand consistency

Marketing / Visual Design Responsibilities

- Set up AB tests and monitor test metrics through Adobe Target
- Designed, built, and tested emails to improve subscription and user engagement
- Coded email snippets to increase output efficiency
- Designed and managed campaigns to increase social media exposure
- Led a design team in assisting marketing efforts that ultimately contributed \$1 million to annual revenue

MagMe Media Inc

Designer

2010 - 2011

- Constructed user flows for three users, publishers, and staff
- Performed user testing through rapid paper prototyping and workshops
- Conceptualized and designed workflows for different user types
- Documented ongoing processes using internal wiki

Freelance

Web / Graphic Designer

2008 - 2014

- Designed logos, posters, brochures, large banners, business cards, magazines etc
- Performed competitive analysis and market research
- Built responsive websites using HTML / CSS / SASS
- Designed Wordpress, Foundation, Bootstrap, Squarespace websites

Education

Simon Fraser University

School of Interactive Arts and Technology

- Bachelor of Science in Interaction Design - Class of 2009
- Courses taken: Print Design, Communication Design, Marketing Entrepreneurship, Javascript, Web Analytics