


PRISCILLA

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Experience Researcher

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METHODS

Literature Research
Interview / Survey / ESM
Five Whys / Mapping
Prototyping / Co-Design
Storyboards / Journeys
Moodboards

TOOLS

Adobe Creative Suite
Sketch / InVision
Axure / OmniGraffle
Arduino / Processing
HTML5 & CSS
Social Media / FB Insights
Google Analytics
Priority Management PMB

SUMMARY

Empathetic Experience Researcher who applies user-centred research and design thinking from HCI, Marketing and Social Sciences. Masters of Interaction Design with Distinction graduate with five years of cross-functional experience executing desirable designs for award-winning brands driven by innovation. Presented Sustainable Interaction Design paper in 2017 ACM workshop on Computing within Limits.

RELEVANT WORK

EXPERIENCE DESIGNER @ ISOBAR HONG KONG 2016 - 2017 | Freelance in Vancouver, Canada

- Made recommendations for digital strategy and value proposition for Pan-Asian insurance client after gathering insights using competitive analysis, Google Analytics, user journeys and executive interviews
- Designed and presented slide decks, sitemaps, wireframes using XD, Illustrator, OmniGraffle, and InDesign for internal / external stakeholders

MARKETING ASSISTANT @ WINDSET FARMS 2013 - 2015 | Delta, Canada

- Developed new Asian accounts with over \$10,000 USD monthly sales by attending international trade shows and building relationships with Dairy Farm (Jardines), YATA HK and Costco Taiwan
- Edited packaging for new product launches working with customers, printers, Sales, Marketing, Management and Creative teams

SOCIAL MEDIA SPECIALIST @ BROADBANDTV 2012 - 2013 | Vancouver, Canada

- Designed cost-effective contests that grew new email database to 8000 direct contacts by developing new relationships with studios including SONY, Warner Bros. and Disney Canada
- Grew YouTube gaming communities up to 16 times their original size with target-specific copywriting, surveys and Facebook Ads

SOCIAL MEDIA CO-ORDINATOR @ CTV NEWS 2011 | Vancouver, Canada

- Helped CTV trend on Twitter and reach record website traffic across Canada during the Stanley Cup Riot by developing a two-way communication channel between online followers and TV viewers

EDUCATION

MDES W/ DISTINCTION (INTERACTION DESIGN) 2015 - 2016 | PolyU School of Design in Hong Kong

- GPA: 3.8 - Presented paper in 2017 ACM LIMITS workshop
- Featured in Delft PAM Manual and ACM Interactions Magazine (2017)

BCOM HONOURS (MARKETING + PSYCHOLOGY) 2007 - 2012 | UBC Sauder School of Business in Vancouver

- Farm Credit Canada Business Planning Award in 2010