

# Tiffany Chu

UI/UX Designer

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I am a UI/UX designer, passionate about human-centric design through empathizing and deeply understanding the user's needs. I'm skilled at translating user insights into clear design decisions and have a knack for coordinating with stakeholders for maximum impact.

## EDUCATION

### DIP New Media Design & Web Development

British Columbia Institute of Technology  
2020-2022

### DIP Digital & Print Publishing

Langara College  
2017-2018

## SKILLS & TOOLS

Adobe Creative Suite

Figma

HTML, CSS, JavaScript

Wordpress

UI/UX Design

Web Design

Wireframing

Front-end Development

Illustration

Brand Design

Fluent in: English & French

## AWARDS

### 1st place – Website of the Year

College Media Association:  
Pinnacle Awards

### 3rd place – Best Advertisement

College Media Association:  
Pinnacle Awards

## EXPERIENCE

### UI/UX Designer

MeaningfulWork - Vancouver B.C. // 2020-2021

- Designed the company's side of MeaningfulWork's web application which resulted in a fluid experience for companies to review their employee's volunteer progress.
- Contributed to the development of the initial wireframes which were then used to build upon in future iterations.
- Developed low-fidelity wireframes and high-fidelity mockups that served as a guide to the development of the web application.

### Graphic Designer

Urban Racks - Vancouver B.C. // 2019

- Led the development of the official design guide for the marketing and packaging materials which was used to support the company's branding strategy.
- Arranged and organized Urban Rack's graphic assets on their internal servers in order to optimize their design and asset management systems.
- Designed the print and digital design guide used for future marketing projects.

### Social Media & PR Marketing Designer

Pinpina - Bangkok, Central Thailand // 2019

- Developed content and worked as an English copywriter to create over 20+ social media posts that reached an audience of 10k followers.
- Successfully managed weekly social campaigns that introduced new partnered brands and upcoming collaborations which resulted in an increase in audience engagement and followers.
- Monitored the online presence of the brand and enhanced the engagement between the brand and the customer, thus strengthening the customer relationship.

### WordPress Designer

Pacific Rim Magazine - Vancouver B.C. // 2018

- Successfully developed and launched Pacific Rim Magazine website within 2 months which won our team 1st place for Website of the Year Award of 2018 College Media Association: Pinnacle Awards.
- Spearheaded the WordPress development team and worked side by side with the design team to determine the organizational needs that resulted in meeting the stakeholder's goals.