

# Kylie Chan

UI/UX Designer

Vancouver, BC

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[Portfolio](#) | [Linkedin](#)

## PROFILE

Proactive UI/UX Designer with 3+ years of experience creating user-centered designs for web and mobile apps. My background in marketing allows me to balance business goals with user needs, while my skills in **HTML**, **CSS**, and **JavaScript** help me collaborate effectively with developers. Proficient in **Figma**, **Adobe Photoshop**, and **Webflow**, I specialize in optimizing user interfaces, conducting research, and maintaining cohesive design systems. Fluent in English and Chinese, I'm passionate about delivering impactful digital experiences.

## EXPERIENCE

### UX Engineer - *HyperPop Marketing*

Richmond, BC | SEPT 2023 - DEC 2024

- Designed and developed responsive websites using **Figma** and **Webflow**, improving user engagement by 15% for clients in HVAC and healthcare industries.
- **Led UX research** for MiLi's **online shop**, identifying key pain points in high bounce rates and low conversions. After implementing UX improvements, **user engagement increased by 15%**.
- Collaborated with **business and content teams** early in the development process to align user needs with business goals.
- Designed and built **responsive, SEO-optimized websites** using **Webflow and WordPress**, ensuring accessibility and organic search visibility.
- Developed and maintained a **customized design system** for clients, streamlining UI consistency across projects.
- Conducted **user, market, and competitor research** to inform design decisions and improve overall website performance.
- Spearheaded **SEO initiatives**, optimizing websites for better discoverability, even though it wasn't a required task—demonstrating **proactive problem-solving and ownership**.

### Content Creator - *Ocean Park Corporation*

Hong Kong | AUG 2021 - FEB 2022

- Created **engaging multimedia content (visuals, captions, and campaigns)** in **Cantonese and English** to promote the park's attractions and events.
- Developed creative content with a **fun, joyful, and storytelling approach** to enhance brand engagement across digital platforms.
- Assisted in **video shoots and content production**, ensuring high-quality promotional materials.

- Collaborated with **marketing and social media teams** to align content with seasonal campaigns and promotions.

## **Marketing Executive- *MediAGENT Ltd***

Hong Kong | JUNE 2018 - NOV 2020

- Designed and launched **client websites** using **no-code web builders** like **Wix, Shoptline, and Shopify**, ensuring user-friendly interfaces and seamless functionality.
- Managed clients' **online stores and daily ad performance**, optimizing digital marketing strategies to maintain **consistent sales and conversion rates**.
- Designed promotional materials and **landing pages optimized for storytelling and sales**, increasing product engagement and customer retention.
- Played a key role in **expanding client businesses from online shops to physical retail stores within a year**, demonstrating strategic digital-to-physical growth expertise.

## **SKILLS**

- **UI/UX Design:** Prototyping, Wireframing, Responsive Design, Usability Testing
- **Design Thinking:** Problem Solving, Storytelling, User-Centered Design, Design Systems
- **Tools & Software:** Figma, Adobe Photoshop, Illustrator, Webflow, Shoptline, Wix, Sketch, Adobe XD, Notion, Trello, Monday,
- **Project Management:** Led projects from brief creation to strategy execution, managing documentation and collaborating with stakeholders to ensure alignment. Demonstrated the ability to independently handle project strategies.
- **Languages:** English (Fluent), Chinese (Fluent), Cantonese(Native), Japanese(Fluent)

## **EDUCATION**

**British Columbia Institute of Technology** - *Diploma in New Media Design and Web Development*

MAY 2022 - NOV 2023

**Sugino Fashion College** - *Bachelor's Degree in Design History and Culture*

APR 2015 - MAR 2017

**Caritas Bianchi College of Careers** - *Associate Degree in Fashion Design*

OCT 2007 - JUNE 2011