

CINDY SAN

EXPERIENCE

UI/UX Designer | UBC Product Management Club

Feb 2021 – Ongoing

- Strategically designed and curated graphic/visual designs and website UI

Communications & Marketing Coordinator | UBC Digital Emergency Medicine

Sep 2020 – Ongoing

- Responsible for curating visual design projects (infographics, promotional content)
- Consulted on accessible design, social media strategy and media management

Digital Marketing Assistant Director | UBC Recreation

Jan 2019 – May 2020

- Introduced innovative marketing strategies to engage students and participants on social media platforms with over +14,000 followers
- Responsible for creating marketing plans for promoting intramural registration and Hall of Fame through Facebook, Snapchat, Instagram, and Twitter accounts

Customer Experience Associate | TD Canada Trust

May 2017 – Mar 2021

- Responsible for daily banking needs at highest volume branch
- Resolve challenges stemming from branch operations and customers

PROJECTS

Instructional Designer & eLearning Developer | UBC DigEM Design Approach

Mar 2021

- Designed and developed instructional material used to educate clients on digital health literacy
- Created eLearning programs through ADDIE and storyboarding techniques

Product Designer | TD Canada Trust Redesign

June 2020

- Redesigned the flow and user experience of the Mobile Check In system
- Conducted user interviews and contextual inquiry to gather insights from both users and employees
- Created wireframes, high-fidelity prototypes and visual system for mobile website.

Product Designer | Adobe Creative Jams (College + Netflix)

June 2020

- Participated in creating a full user experience in 2 days with a team of 3
- Created a style guide, UI components and illustrations to elevate and strengthen project vision
- Conducted wireframes, high-fidelity prototypes and visual system for website

Product/Graphic Designer | UBC Rec -- Intramural League Sport

Jan 2019 – May 2020

- Designed new intramural stickers catered to over 10+ sport leagues for over 4000 participants
- Responsible for pitching innovative marketing strategies to directors

cindysan.github.io

cindysan@alumni.ubc.ca

778-989-8097

TOOL BOX

Tools

Illustrator / Photoshop

Articulate 360/ Rise 360

Adobe XD / Figma

Sketch / Invision

HTML / CSS

Currently learning: Java / C++

Design

Storyboarding

Usability testing

Interaction design

Rapid prototyping

Wireframing

Research

User interview/survey

Contextual Inquiry

Usability Testing

EDUCATION

University Of British Columbia

BSc – Combined Major in

Science: Computer Science,

Life Science & Environmental

Science

BrainStation

User Experience Design

Certificate Course

FUN FACT

I own an Etsy Shop, selling custom vinyl stickers and design services & I do freelance graphic/logo designs for small businesses!