

SEANCHAN

🏠 15-22 163rd Street, Whitestone, New York 11357 📞 917.957.6678 ✉ seanchan82@gmail.com

SENIOR UX/UI DESIGNER

>> QUALIFICATIONS PROFILE

Goal-driven and detail-oriented professional with extensive experience in designing visual interfaces to ensure the provision of innovative experience to users. Well-versed in driving customer satisfaction and loyalty by enhancing usability, ease of use, and experience on interactions between customer and designs. Adept at motivating, guiding, and leading teams of engineers and developers to collaborate toward a common goal. Equipped with articulate communication and interpersonal skills in building positive work relationships with professionals of all levels; bilingual in English and Cantonese.

>> AREAS OF EXPERTISE

*Website Design • Project Management • Marketing Resource Development
Process Improvement • Front-End Development • Usability Testing*

>> PROFESSIONAL EXPERIENCE

eGifter, New York, NY

Lead UX/UI Developer • 2014–2018

Developed ecommerce sites for large clients, such as Target, West Elm, Hotels.com, and American Eagle, with focus on responsiveness, cross-platform compatibility, and accessibility. Designed wireframe, mockups, and functional prototype for user experience developments using Adobe products, Bootstrap, inVision, and Visual Studio. Initiated user testing for cross-platform, ADA, and usability to guarantee delivery of the highest quality product possible.

Selected Highlight:

- Played a major role in redesigning a website, which enhanced overall user experience
- Rendered significant contributions in reducing cart abandonment rate by 30% for eGifter clients, and boosting the number of clients from 4 to 45 for eGifter
- Made several templates, documentations, UI library, and component guidelines that standardized design and improved efficiency by 30%
- Created demos that played a big role in winning contracts with major clients, such as Express, Panera, Overstock, Applebee, and Sizzler

Travel Impression, New York, NY

Senior UX/UI Designer • 2013–2014

Designed advertising materials such as websites and emails, for international hotels and travel agencies, including AM Resorts, Hiltons, Atlantis, and Hard Rock Hotels. Provided guidance to designers and developers in making better designs, cleaning up codes, and overseeing projects and campaign resources.

Selected Highlights:

- Established design guidelines and processes that decreased workload by 80%
- Improved web conversion rate by 3% and decreased customer support issues by 20% by redesigning company templates to provide a clearer message

American Express Vacation, New York, NY | 1-800-Flowers, New York, NY

Freelance UX/UI Designer • 2012–2013

Enhanced overall user experience by redesigning digital marketing materials, including microsites, banners, emails and promotional material.

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Selected Highlights:

- Built wireframes and templates that improved development time by 80%
- Rendered support to 1-800-Flowers' Digital Valentine's Day campaign by streamlining processes that decreased turnover time by 50%
- Delivered creative services for other clients, including:
 - *GGGrit: corporate identities, mockups, personas, and prototype with Axure, HTML5, CSS3, and PowerPoint*
 - *Image Industrial: video and design websites, mobile UIs, and presentations with After Effects, Flash, HTML, and JavaScript*

Canoe Ventures, New York, NY

UI Developer • 2011–2012

Created prototypes, from wireframe to production, for the Sales and Marketing Team's campaigns, trade shows, online demonstrations, and sales presentations. Developed analytics and performed content audit and review usability test with the partner company. Made prototypes using Axure and edited videos using Adobe After Effects.

Selected Highlights:

- Utilized feedback and A/B tests to improve response time and obtain maximum user response from the application
- Implemented a user interface pattern library for developers

JetBlue Airways, New York, NY

Senior Multimedia Designer • 2005–2011

Handled all aspects of the design process, including setting up storyboards, wireframe, and prototypes; as well as producing apps and online courses for various departments. Designed user interfaces, e-cards, and e-learning contents with Dreamweaver, Flash, Photoshop, and Illustrator.

Selected Highlights:

- Drove user engagement across all departments in the company, which increased visibility and budget for the Creative Department while connecting and enhancing communication throughout the company
- Significantly enhanced education materials and transformed mandatory government guidelines into easy-to-understand materials
- Led the development of the JetBlue University space patch used on Discovery Space Mission in 2008

>> EARLIER CAREER

Computer Associates, New York, NY

Multimedia Designer

>> EDUCATION

Bachelor of Science in Graphic Design

School of Visual Arts, New York, NY
Corporate University Xchange Award

>> TECHNICAL ACUMEN

Wireframe • Prototype • Mockup • Task Flows • Personas • Adobe XD • Microsoft Visio • InVision • Bootstrap
Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe After Effects • Adobe Flash • WordPress
CSS • Dreamweaver • HTML • SASS • jQuery