

Emily Chan

Product Designer & Thinker

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EXPERIENCE

Product Design Intern May 2023 - Dec 2023
Blossom Social

Led end-to-end design for "Blossom Learn" from conducting user interviews, ideation, visual design, and testing.

Increased design and development efficiency by 45% by building a scalable and consistent design system

Conducted pre-launch usability and QA tests for each sprint, ensuring adherence to design and functionality standards.

UX Design Intern Jan 2023 - Apr 2023
Avanade / Accenture

Led design, 12+ user interviews & usability tests, and presented an internal DesignOps platform to a design team of 50, resulting in immediate adoption and increased efficiency team-wide

Product Marketing Intern May 2022 - Aug 2022
FISPAN

Led product strategy and landing page design for Quickbooks app and remittance software, increasing end-user acquisition by 60%

Digital Media Intern Apr 2021 - Sep 2021
Teifi Digital

Increased click-through rate by 5.3% on email marketing campaigns
Designed Shopify eCommerce sites for 5+ clients

COMMUNITY

Product Design Lead May 2023 - Present
UBC Launch Pad

Previously: Product Designer (Jan 2023 - Apr 2023)

Recruited and mentored 9 designers by assisting designers with their software projects, leading portfolio reviews, and organizing design projects/events.

EDUCATION

University of British Columbia

Grad: May 2025

Bachelor of Media Studies,
Informatics

COURSEWORK

- Human-Computer Interaction
- UX Design for Extended Reality
- Systematic Program Design
- Information + Data Design
- Information Visualization
- Design Thinking for Business

SKILLS

Wireframing, Prototyping, Visual Design, Design Systems, Accessibility, Design Thinking, User Interviews, Usability Testing, IA, Product Strategy

TOOLS

Figma, Adobe CC, Sketch, Webflow, Framer, Miro/Mural, Bezel, Notion, Jira, HTML/CSS

AWARDS

ProduHacks x EY 2023

SAP Award + Most Technical

UX Laurier Designathon 2023

Best UX Research & App

nwPlus Hackcamp 2022

Winning Team

Beedie Luminaries Scholar 2020

\$44,000