

Gavin Liang, UX Designer

CONNECT

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PROFILE

As a designer, I blend my background in communications with my practice in community engagement to imagine and bring shape to futures that can be more vibrant, equitable & sustainable.

EDUCATION

Diploma, UX Design
BrainStation

Certificate, Interaction Design
Emily Carr University

BA, Communications
Simon Fraser University

SKILLS

Design: Journey Mapping, User & Interaction Flows, Wireframing, Prototyping, Usability Testing, User Research, Information Architecture, Heuristic Evaluation, Visual Design, Copywriting

Technical: Figma, InVision, Sketch, Adobe XD, Illustrator, InDesign, Photoshop, HTML/CSS, JavaScript

EXPERIENCE

UX Designer | Breadstack Technologies Inc.

May 2022 – present

Conduct research, wireframe, prototype, and collaborate across teams to develop digital solutions for three software product lines at a small startup.

Communications Designer | Arts BC

Aug 2020 – Sep 2022

Oversaw website redesign with developers to improve information architecture, responsiveness, accessibility, and content management resulting in a 125% increase in membership enrolment within one fiscal year.

Communications Coordinator | Check Your Head

Apr 2019 – Jun 2020

Developed copy and design for promotional and program materials across multiple platforms, acting as the voice of the organization, with a high weekly volume.

Events & Outreach Coordinator | Queer Arts Festival

May 2016 – Jan 2019

Spearheaded digital and in-community marketing initiatives to draw over 8000 festival attendees annually. Additionally, coordinated a crowdsourcing campaign to raise over \$20,000 to establish the first permanent gallery space dedicated to the presentation of LGBTQ2+ art in Canada.

PROJECTS

Pomelo Care

BrainStation

Independently led the end-to-end process of a mobile solution that supports caregivers with managing their care plan.

Google Home Reports

Product Design Tips

Awarded 3rd place at the global Product Design Challenge for designing a smart home energy management feature as part of Google Home's ecosystem.