CHRISTIE SHEN

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projects

Museum Mobile App   Royal Ontario Museum
in partnership with Sheridan College
Jan 2022 - Apr 2022

- Created an interactive high-fidelity prototype to increase in-person museum engagement and elevate visitor experience
- Employed end-to-end design processes including discovery, problem definition, ideation, and iteration of a Figma prototype aligned with the ROM's brand and goals

work experience

Digital Communications Coordinator   Button Factory Arts
Aug 2022 - current

- Conducted user research with organization stakeholders to assess user needs and identify areas of opportunity
- Restructuring website information architecture to improve navigation flow, accessibility, and experience
- Established new CMS to manage exhibition archives
- Applied design thinking to product development and marketing strategies, increasing click rates by 11%

Programs Assistant/Educator   Button Factory Arts
Dec 2020 - Jun 2022

- Increased online following growth rate from 4% to 8%
- Planned and facilitated 12-week educational programs across ages 5 - 15 including course design and delivery, leading a team of 3

Gallery Assistant   Latcham Art Centre
Sept 2019 - Apr 2020

- Collected and analyzed survey data and developed new volunteer intake process based on user feedback
- Created new filing and image systems to organize and reduce archival backlog of 3,500 items
- Managed and led 15+ weekly community outreach activities with 60-200+ attendees per event

education

Digital Product Design Certificate
Sheridan College
2021 - 2022

Honours Arts & Business
University of Waterloo
2013 - 2019
Fine Arts Studio Specialization
Digital Arts Communication Minor

skills

Design Thinking
Business Strategy
User Research
Personas
Wireframing
Prototyping
Usability Testing
Workshop Facilitation
Digital Marketing
Illustration

tools

design

Figma
InVision
Adobe CC (Photoshop, Illustrator, InDesign, Premiere)
Webflow
Canva
SketchUp

development

HTML/CSS
Python
Processing