Steffi Chan

Vancouver-based Product Designer who crafts data-driven and accessible designs that align with business goals.

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Education

Simon Fraser University

Bachelor of Business Admin.

Marketing Concentration

Skills

UX/UI Design

Interaction Design

Sketching & Wireframing

Rapid Prototyping

Design System Design

Design Sprints

User Research

Usability Testing

User Journey Mapping

HTML5 & CSS3

Tools

Figma

Adobe Creative Suite

Webflow

Visual Studio Code

Klaviyo

Asana

Interests

Making Jewelry

Film Theory

Broadway & Musical Theatre

Skincare Science

Photography

Traveling

Experience

UX Designer at NATIV Media

September 2023 - Present | Vancouver

Conducting usability testing and heuristic evaluations on client websites to **identify pain points and opportunities for improvement**. Crafting Figma prototypes and implementing enhanced designs that **elevate accessibility and user experience**.

Marketing & Sales Promo Coordinator at Rove Concepts

January 2022 - July 2023 | Vancouver

Applied **industry research insight**s to strategically design 3+ landing page assets and email newsletter layouts per week using Adobe XD. Implemented e-commerce features and marketing assets to website during promotion periods to **drive sales and improve user experience**.

Digital Marketing Co-op at BCLC

December 2020 - August 2021 | Remote

Coordinated product campaigns, collaborating with internal and external teams to **drive successful game launches and promotions**. Worked with a cross-functional team including UX designer, graphic designer, and web developer to **optimize assets on website**.

Digital Marketing Assistant Co-op at SFU Beedie

September 2019 - April 2020 | Vancouver

Developed on-brand copy and content based on stakeholder requests, **enhancing community engagement across platforms**. Leveraged user research, including 10+ alumni interviews, to inform graduate program campaigns, **ensuring targeted appeal**.

Certifications & Achievements

UX Design Diploma — BrainStation, 2023

Web Development Certificate — BrainStation, 2024

Kameleon (1st Place Team) — 24-hour Hackathon hosted by BrainStation & Roku, 2023