Angel Haiyan He

Graphic and Web Designer
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Linkedin | Portfolio

Summary of Qualifications

- Passion for user experience design with accessibility first standards, human-centered and user-centric design principles and Accessibility Guidelines.
- Experienced in UX design using current best practice of Adobe Creative Suite,and Figma.
- Developed different design principles, user journey, user flows, visual style guidelines, usability testing and report, high quality illustration, branding and promotion elements.
- Strong communication skills with the team and solved complex problems through discussion with shareholders, user researchers, developers.
- Use strong organizational strategies to prioritize multiple tasks in a deadline driven environment
- Trained in building effective and dynamic browser-based web sites and/or applications in coding multiple high-quality web languages following coding standards and style guidelines.
- Leaded, devised tasks to 5 team members and controlled progress to ensure timely completion of the project.
- **Technical Portfolio:**
  - **Design Software:** Adobe XD, Figma, Adobe Premiere Pro, Adobe After Effects, Photoshop, Illustration, InDesign
  - **Programming:** HTML, CSS, JavaScript, PHP, React.JS, Bootstrap, APIs, jQuery, MySQL, Liquid, JSON, GitHub, VSCode
  - **Content Management System:** Wordpress, Drupal, Shopify

RELEVANT EXPERIENCE

Social Media Coordinator Co-op, Highbridge Construction, Apr 2022 - Jan 2023
- Redesigned and maintained the company's website within WordPress increasing accessibility and usability as well as identifying branding.
- Collaborated with the Director of Sales to create promotion materials, flyers, handouts, and sales proposals etc.
- Managed the company's Instagram and Facebook account and boosted views by 300%.
- Planned and coordinated video shoots with 15 team members to make a welcome onboarding video for new hires
- Connected with clients to schedule photography of projects throughout the process bi-weekly to ensure content flow of social media posts.

UX Designer Lead, Workforce Warriors Inc., Canada, Sep. 2022 - Dec. 2022
- Presented to multiple stakeholders weekly to provide updated, justify design decisions and process, ensure the outcomes aligned expectations, the company's vision.
- Optimized existing user interface design by research, identified organization mission and vision.
- Ensured timely completion of the project, controlled risks, and led a 5 designer team with Miro.
- Identify effective usability testing practices. Conduct and execute comprehensive usability testing based on WCAG standard.

- Developed user-centric, screen-based wireframes and clickable prototyping in Figma and Adobe Suite.
- Analyzed data to determine development direction, wrote a guideline package of creative phases for the development team.

SEO Specialist / Web designer Volunteer, Bichu's Workshop, Jan 2022 - Present
- Conduct research to determine creative direction and effective practices.
- Recognize and identify business goals and user group needs.
- Research and analyze various target markets and industry trends.
- Developt. and implement SEO strategies to improve search engine rankings.
- Built eCommerce sites with Shopify and Etsy.
- Troubleshoot the current marketing strategies and plan for improvement

Graphic Designer Contract, Asian Bistro, Ottawa, ON**,** Aug 2021 - Jan 2022
- Created menus, menu lightbox display, posters for start-up local business
- Designed flyers for special events, holiday promotions

EDUCATION

Algonquin College, Ottawa — Diploma – Interactive Media Design, Jan 2021- Jan 2023
Acquired web-design and programming skills, as well as video and motion graphic skills.
Dean's List

Beijing Institute of Technology, Zhuhai, China — Bachelor – Digital Media Technology, 2014 - 2018
Trained in industrial film production, game design, 3D modeling, and animation.