

Raymond Chou

UX / UI Designer

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+1 (778) 829.4975

Vancouver, BC

Profile

Data-driven designer with a 4 year background in digital marketing and 10+ years as a creative professional

Tools & Technologies

Figma, Sketch, Invision, Adobe XD, Adobe Creative Suite, Google Analytics, Google Optimize, HTML / CSS

Industry Knowledge

UX / UI Design

Wireframing + Prototyping

A / B Testing

Copywriting

Design Research

Conversion Rate Optimization

Other Skills

SEO, SEM, Photo + Video

Languages

English (native)

Mandarin (conversational)

Spanish (intermediate)

Design Links

[Web Portfolio](#)

[Dribbble](#)

EXPERIENCE

Teaching Assistant, User Experience Design Diploma

BrainStation

Sep 2020 - Jan 2021, Vancouver, CA (Contract)

- Selected as a TA based on outstanding performance as a UX student from the previous cohort where I demonstrated core UX/UI competencies and leadership skills
- Led a group of 20 UX design students through various creative exercises in order to improve their design skills
- Worked with lead educator to mark student assignments

UI Designer

Baza Dance Studios

May - Jun 2020, Vancouver, CA (Freelance)

- Led the strategy and redesign of Baza's website in order to maximize online registrations during COVID-19
- Created greyscale wireframes and conducted usability testing as part of the design process
- Design changes resulted in a 15% lift in registrations for online classes (Jul 2020 vs Jun 2020)

SEO & Digital Marketing Specialist

ToursByLocals

Jul 2019 - Jun 2020, Vancouver, CA

- Managed over \$500,000 monthly in pay-per-click advertising using Google Ads and Microsoft Advertising platforms
- Helped create and execute usability tests which resulted in several improvements to website of ToursByLocals
- Led Search Engine Optimization initiatives which helped ToursByLocals maintain a 30% YOY increase in organic traffic

Founder & Creative Director

Raymond Chou Photography

Sep 2009 - Mar 2020, Vancouver, CA

- Owner of a professional event photography studio where I was responsible for all aspects of running a small business

EDUCATION

BrainStation | Diploma, User Experience Design

Jul - Sep 2020, Vancouver, CA

RED Academy | Digital Marketing Professional

Apr - Jun 2016, Vancouver, CA

UBC | Bachelor of Arts, English Literature

2006 - 2010, Vancouver, CA