

# Carmen Kwan, UX/UI Designer

As a UX designer, I am constantly motivated by the opportunity to create products that can impact users in a positive way. I hope to find a place that will allow me to continuously learn, grow and explore my passion as a designer.

## EXPERIENCE

### Narcity Media, Media & Publishing Agency

**UX/UI Designer** Aug 2019 - Present

Led all UX/UI initiatives by creating design solutions backed by data, identifying and resolving user pain points, defining the project scope, while hiring, managing, and mentoring a graphic designer. Closely collaborating with the CEO, Product Director, Product Team Lead, Engineers, and cross-functional teams. Optimized user flows and developed intuitive and engaging experiences for over **12.3 million monthly readers** (Narcity & MTL Blog).

Transformed a content media agency into becoming more data-driven throughout the design process by developing and implementing user feedback workflows in our consumer products. Simultaneously, testing and optimizing conversion on product landing pages, which resulted in an **increase of 300% on overall conversion rates**.

**UX/UI Designer (Contractor)** Nov 2018 - Aug 2019

An individual contributor who conceptualized and created assets for various design needs and requirements throughout the business. Developed and designed brand identity for Narcity original video series. Designed digital branded content hubs, where one was awarded **Best Incorporation Branded Content** at 2021 EPPY (Editor & Publisher).

### Design Shopp, Web & Marketing Agency

**UX/UI Designer** Dec 2016 - Sept 2018

Led end-to-end design from concept development to final hand off for dozens of businesses of various industries. Designed multiple user interfaces from **landing pages, corporate websites, dashboards, and eCommerce websites**.

**Graphic Designer** Dec 2015 - Dec 2016

Produced graphic design needs from complete brand identity to individual marketing assets for small-to-medium-sized businesses of various industries.

### East2West Performance Group

**Executive Director** 2011 - 2018


Guided a Montreal-based performance group with over 70 performers. Grew a YouTube channel to 1.2 million subscribers, led and organized local events of 1,000 people, conducted bi-yearly auditions (with over 150 applicants), hosted general team meetings, established organization's management infrastructure (7 departments), managed communication with external organizations, hosted monthly public dance workshops, set up online store for merchandise, while managing internal relationships and building trust within the team.

### Oberfeld Snowcap, Commercial Real Estate Advisory Firm


**Graphic Designer** May 2014 - Oct 2015


### Avon Products Inc.

**Junior Graphic Designer** Dec 2012 - May 2014

 hello@crmnkwn.com

 www.crmnkwn.com

 Montreal, Canada  
(willing to relocate)

 1.514.839.6398

 @crmnkwn

## EDUCATION

### **Bachelor Of Fine Arts In Design**

Concordia University  
(Montreal, Canada)  
2010 - 2014

### **Diploma In Graphic & Web Design**

John Abbott College  
(Montreal, Canada)  
2007 - 2010

## SKILLS

UX Design  
Visual Design  
Wireframe  
Product Strategy  
User Flows  
Prototype  
Branding  
Graphic Design  
Basic HTML/CSS

## TOOLS

Figma  
Sketch  
Zeplin  
Invision  
Adobe Creative Suite