

# BEA ILAGAN

## PRODUCT DESIGNER



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## WORK EXPERIENCE

### ● UX/UI Designer, *GameJobs.Ninja*

January 2021 - April 2021 (Vancouver, BC)

GameJobs.Ninja is a start-up that aims to provide an upcoming hiring platform for game industry jobs. I worked with the design and development teams in refining their web experience, UI components, and current design system. Independently, I conducted competitive research & analysis, created user/system flow charts, low-high fidelity prototypes, visual design, and composed the UX writing for their web landing pages & introductory screens.

### ● Interaction Designer & Social Media Specialist, *Emily Carr University*

October 2020 - December 2020 (Vancouver, BC)

The Emily Carr Foundation funds student awards, scholarships, and bursaries. For their Fall 2020 campaign, I strategized, designed, and managed all digital resources to engage donors through social media. This includes compiling and analyzing data on the online campaign performance, presenting weekly reports on my findings, and proposing research-driven solutions.

### ● Design Fellow, *InWithForward*

June 2019 - August 2019 (Vancouver, BC)

Assisted social scientists and service designers in conducting and analyzing qualitative research, empathy mapping, journey mapping, and developing community-focused responses to social issues.

### ● Graphic Designer, *Spotlight Foundation*

May 2019 - August 2019 (Vancouver, BC)

Designed marketing materials such as digital posters, event invitations, and illustrations to promote a local non-profit organization.

## PROJECTS

### Trickle (UX Research, Product & Interaction Design, Mobile)

Capstone Project, January - April 2021

A mobile application that focuses on creating conscious shower experiences as a response to the global water crisis.

**Key skills:** Figma, generative research, user journeys, UI design, affinity mapping, low-high fidelity prototyping, usability testing.

### GJN Landing Pages, (UX/UI Design, Visual Design, Web)

GameJobs.Ninja, January - April 2021

Employer & Job-Seeker landing pages of an upcoming hiring and assessment platform for game industry jobs.

**Key skills:** UI design, visual design, illustration, low-high fidelity prototyping, competitive research & analysis, UX writing, system flows, working with an existing design system on Figma.

### Udemy Redesign, (UI Design, Web, Mobile)

Personal Project, April 2021

A redesign of an existing website to improve the usability and customer experience for web and mobile.

**Key skills:** Figma, competitive & market research, rapid prototyping, responsive design, basic HTML/CSS.

### Circles, (Product Design, UX/UI, HCD, Mobile)

Student Project, May - June 2020

A mobile application that focuses on pushing current digital communication methods to help individuals living in long distances feel closer together.

**Key skills:** personas, storyboarding, wireframing, user testing, focus groups, affinity mapping, basic Processing.

## EDUCATION

### Emily Carr University of Art and Design

BDes, Industrial Design

September 2017 - May 2021

GPA: 3.6 / 4.0

### Parsons School of Design

Certificate, User-Centered (UX/UI) Design

Completion: August 2021

## SKILLS

### Research & Synthesis

Generative & Evaluative Research, Data Analysis, Design Thinking, Affinity Mapping

### Solution Design

User Journeys, UI & Visual Design, Accessibility & Inclusive Design, Storyboards, Wireframes, Interactive Prototypes, Task Flows, UX Writing, User Testing

### Software

Figma, Illustrator, Miro, Invision, InDesign, Sketch, Photoshop