

Elyssa Chung

UX/UI DESIGNER

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Toronto, ON

<https://www.abstractionux.com/>

EDUCATION

2018 - 2023 | Brantford, ON

WILFRID LAURIER UNIVERSITY, USER EXPERIENCE DESIGN

User Experience Design, BDes

Minor English

PROJECTS

(funded research project)

UX UNDERGRAD RESEARCHER, SSIMWAVE, Toronto (remote), ON, 2022

Dr. Umair Rehman, Assistant Professor, User Experience Design,
Faculty of Liberal Arts, Wilfrid Laurier University

- Worked with a fellow UX undergrad researcher and Dr. Rehman to establish a hybrid study design.
- Conducted user testing and semi-formal interviews over Zoom.
- Collaborated with Dr. Rehman, an undergrad colleague and SSIMWAVE to write research paper for ACM transactions on human-computer interaction.

(university client project)

UX DESIGNER, Sun Life Financial, Brantford, ON, 2020

Dr. Abby Goodrum, Professor and UX Program Coordinator,
Faculty of Liberal Arts, Wilfrid Laurier University

- Worked with a team of UX designers to assess their marketing and financial services towards young adults.
- Collaborated with a team of UX designers and researchers to understand user flows and research stakeholder requirements.
- Conducted research on-site and in the financial industry in regards to investing and young adult behaviour/attitudes towards finance and saving.
- Developed and presented recommendations on steps Sun Life could take in reaching the young adult demographic.

(summer project and ongoing)

MANAGING EDITOR, LUX UX Design Journal, Brantford, ON, March 2020 - present

Dr. Stephen Fernandez, Lecturer, User Experience Design,
Faculty of Liberal Arts, Wilfrid Laurier University

- Weekly meetings were held during the summer in order to ensure group function and to lay down base work.
- Regular communication with the writer and fellow editors for written pieces was ensured to produce outstanding pieces of work.

UX SKILLS

User research and testing

Interviews
Contextual Inquiries
Card Sorting
Usability testing
A/B testing
Tree testing

Information architecture

End to end design strategies

Agile and modified method
Iterative design strategies
Journey mapping
Persona creation

Prototyping

Low/high fidelity mock-ups
Wire-framing
Process flows
User Interface design

ADDITIONAL SKILLS

Illustration
Story boarding
Photography
User Interface design

TOOLS

Figma
Adobe XD
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Office Suite
Miro
Python
CSS 3
HTML 5

LANGUAGES

Fluent in:

English
French

Conversational use:
Cantonese

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WORK EXPERIENCE

(May 2021- May, 2022 - Toronto, ON)

UX CO-OP STUDENT, Change Management and Culture Team, Hydro One

Neha Joshi, Senior Manager Change Management and Culture, Hydro One
Cora Leung, Senior Advisor, M&A Integration, Hydro One

- Researched and interviewed employees on their user needs in the company employee recognition program (Kudos) run by Achievers
- Aided in the recognition program upkeep (including data hygiene, manual data integration, monitoring posts, and answering inbox emails)
- Maintained communication and attended meetings between Hydro One and Achievers regarding program upkeep.
- Analyzed employee experience around Kudos to improve employee experience and aid with increased usage of the program.

KEY ACHIEVEMENTS

Recognized by team as one of the main pillars responsible for upkeep of the employee recognition software.

Onboarded fellow employees who would be responsible for upkeep and management of the employee recognition software in the future.

(Sep. 2020- Dec. 2020 - Brantford, ON)

UX FINANCIAL DESIGN SPRINT COORDINATOR, Brantford Collegiate Institute behalf of Wilfrid Laurier University

Dr. Abby Goodrum, Professor and UX Program Coordinator,
Faculty of Liberal Arts, Wilfrid Laurier University

- Researched and interviewed people within the target demographic on preferences to what they would learn in financial literacy.
- Put together teaching information that would be necessary for grade 9 students when operating for the design sprint.
- Put together a 2-3 hour design sprint centered around financial literacy
- Ran the design sprint alongside 3 other coordinators over a class of 32 grade 9 students.

KEY ACHIEVEMENTS

Alongside 3 other team members, put together a design sprint centered around teaching financial literacy to grade 9 students.

Managed and guided a group of 8 grade 9 students on their first full design sprint.

(Sep. 2019- Mar. 2020 - Brantford, ON)

RETAIL WORKER, Stedman Community Bookstore & Hub

Ms. Jocelyn Mataseje, Stedman Bookstore Manager,
Wilfrid Laurier University

- Helped gather information through conducting informal interviews with students to understand student tastes for new products to be ordered in.
- Was quickly able to learn how to operate the inventory programs, RATEX.
- Used Adobe graphic suite and other graphic design software in order to aid with printing customer documents.
- Managed inventory and made sure the floor was properly stocked.
- Helped Laurier students with the installation of software/tech and answered questions for the campus and general course materials.
- Found solutions for tech services whenever any machinery broke down or malfunctioned.

KEY ACHIEVEMENTS

Introduced a system using google drive in order to streamline keeping track of inventory and tasks for the store between team members

Helped oversee and train new employees with software usage, mail receiving protocols, and fulfilling print jobs at the Hub