

# ANTHONY CHOW

## USER EXPERIENCE DESIGNER

### PROFILE

I am a User Experience Designer who enjoys designing user-centred digital experiences that are **simple**, **useful** and **usable**. Previously, I spent over 7 years in the tourism & business industry with a focus on **meeting the needs** of key stakeholders.

### EXPERIENCE

#### UX/UI Designer

TheSkillGarage | Nov 2021 - Present

- Conduct user research, interviews, competitor analyses, translated into journey maps, flows and intuitive, functional designs for responsive devices.
- Collaborate with a developer to ensure the vision of the design team is successfully implemented.

#### Product Specialist

Discover Holidays | Vancouver | Apr 2016 - Feb 2021

- Defined business needs, developed supplier relations, contracted/negotiated for sale products.
- Designed & improved the company product tariff.
- Led product pricing and competitive analysis to assess areas for improvement or for new product.

#### Guest Services Agent

Georgian Court Hotel | May 2012 - Jul 2014

- Delivered memorable guest experiences, ensuring high-end client expectations are met & surpassed.
- Handled daily inquiries in a professional manner by empathizing with the guests' needs & concerns.

### EDUCATION

#### Diploma in User Experience Design

BrainStation | Feb 2021 - May 2021

#### Certificate in Human Resources Management

Simon Fraser University | Sep 2016 - Apr 2017

#### Bachelors Degree in Tourism Management

Capilano University | Sep 2014 - Apr 2016

### CONTACT

**Email:**

anthonyklchow91@gmail.com

**Website:**

www.anthonyklchow.com

**LinkedIn:**

linkedin.com/in/anthonyklchow

**Phone:**

778-668-4124

### SKILLS

Design Thinking	Sketching
User Research	Wireframing
User Interviews	Prototyping
Personas	User Testing
Experience Maps	Heuristic Analysis

### TOOLS & SOFTWARE



Figma



InVision



Adobe XD



Sketch



InDesign



Monday.com

### PROJECTS

#### TD Canada Trust

Scope: Website Heuristic & Redesign

Role: UX/UI Designer

#### MVP: Motivation. Vision. Purpose.

Scope: Mobile App Case Study

Role: Lead UX/UI Designer

#### REConnect

Scope: 5-Day Design Sprint

Role: UX Designer