

ANTHONY CHOW

USER EXPERIENCE DESIGNER

EXPERIENCE

UX/UI Designer

KnockNow | Jan 2022 - Present (Contract)

- Conduct user research, interviews, surveys, and design site maps, user flows, journey maps, wireframes, mockups, and prototypes.
- Work directly with a Web Developer to give a more holistic view of the app to customers.

UX/UI Designer

TheSkillGarage | Nov 2021 - Present (Contract)

- 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 | 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.
- Empathized with the guests' needs and 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



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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

Deliverable: Heuristics & Web Redesign

Role: UX/UI Designer

MVP: Motivation. Vision. Purpose.

Deliverable: Mobile App

Role: Lead UX/UI Designer

REConnect

Deliverable: Mobile App

Role: UX Designer