

ANTHONY CHOW

USER EXPERIENCE DESIGNER

EXPERIENCE

UX/UI Designer | KnockNow

Jan 2022 - Apr 2022 (Contract)

- Redesigned the company website's landing page to improve the experience of site visitors.
- Conducted research for a concept validation survey.
- Worked alongside Software Developers to give a more holistic view of the app to customers through the design of wireframes, mockups and prototypes.

UX/UI Designer | TheSkillGarage

Nov 2021 - Feb 2022 (Contract)

- Conducted market research and competitor analyses, translated into journey maps, flows and intuitive, functional designs for responsive devices.

Product Specialist | Discover Holidays

Apr 2016 - Feb 2021

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

Guest Services Agent | Georgian Court Hotel

May 2012 - Jul 2014

- Delivered memorable guest experiences, ensuring high-end client expectations were met & surpassed.
- Empathized with every guest's needs & concerns.

EDUCATION

BrainStation | User Experience Design

Diploma, Feb 2021 - May 2021

SFU | Human Resources Management

Certificate, Sep 2016 - Apr 2017

Capilano University | Tourism Management

Bachelors Degree, Sep 2014 - Apr 2016

CONTACT



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SKILLS

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

TOOLS & SOFTWARE



Figma



InVision



Adobe XD



Sketch



InDesign



Monday.com

PROJECTS

TD Canada Trust

Type: Heuristics & Web Redesign

Role: UX/UI Designer

MVP: Motivation. Vision. Purpose.

Type: Mobile App Case Study

Role: Solo UX/UI Designer

REConnect

Type: Mobile App 5-Day Sprint

Role: UX Designer