Bryan Leung

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Summary

* Experienced in designing applications, user interfaces (UI), websites, print collaterals and video productions.
* Adept at most phases of project lifecycle, including requirements gathering and user analysis to information architecture (IA), usability testing, graphic user interface (GUI) design, and development implementation.
* Solid knowledge of human-computer interaction (HCI), navigation, and usability for UI design.
* Strong design and production skills with emphasis on interactive elements.
* Exceptional communication, interpersonal, and time-management skills.

Accomplishments

* Directed and launched a landing page for Fiist. (<http://signup.fii.st>)
* Increased site traffic for http://www.scdsammo.ca by 300 percent through populating site content.
* Redesigned the layout and content arrangement of http://[www.sterling-cross.com](http://www.sterling-cross.com) to reduce bounce rate by 30% over the course of three months.
* Doubled engagement rate of SFU Dining Services Facebook page through active promotion on Twitter and event coordination.
* Endorsed by RIM for submitting a unique UI approach on demonstrating relative positions within a list.

Skill Set

Site Maps, Wireframes, User Research, Usability Testing, A/B Testing, Personas, Ethnographic Studies, Use Cases, User Stories, Content Analysis, Content Strategy, Competitive Analysis, SWOT Analysis, Card Sorting, Interaction Design, Information Architecture, HTML/CSS/jQuery Prototyping, Creative Briefs, Mobile User Experience, Photoshop, AfterEffects, Premiere Pro, Illustrator, InDesign, Maya, Nuke, Cinema 4D, Final Cut Pro, Photography, Videography, Print Publishing, Animation, Language Translation

Projects and Employment History

UX Designer
Fiist | December 2012 to Current

Directed, designed and supported the brand, UI, press materials for Fiist, a series-A startup that’s currently pitching to 100+ angel investors. Conducted usability tests and documented results.

* Designed from scratch of a SaaS application focused on both tablet and cellphone use (iOS and Android).
* Worked with a team of 4 developers using agile development methodologies.
* Directed and launched a landing page for Fiist. (http://signup.fii.st)
* Conducted user behavioral studies through personas for both the Fiist’s enterprise customers and the “Foodies”.
* Site mapped and wireframed the interaction flow of the iOS Fiist app.
* Led the team with design decisions and other alternative design solutions to technical limitations.

Marketing & Content Strategy Specialist
Sterling Cross Defense Systems | January 2012 to December 2012

Redesigned company’s corporal website where general traffic populates from the police, SWAT, ERT departments, nationally and internationally. Established a branding style guide to be carried forward for the sales team to follow.

* Responsible for tech sheets, product catalog, promotional flyers, promotional videos, tutorial videos, promotional web images, product beauty shots to be delivered and be shown to VPD and ERT.
* Implemented and site mapped e-Commerse and Wordpress with the CTO to see an increase in online transactions.
* Established a new Youtube channel to showcase new products, tutorials and reviews.
* Complete overhauled companies’ old product catalog with a new 40+ pages product catalog.
* Proven record of packaging deliverables on time.

Event Coordinator
SFU Dining Services | September 2012 to December 2012

As part of a Social Media course curriculum to campaign an event that drives an organization’s engagement level upward. Ideated to host a photo contest competitions. Designed relevant posters and banners to be viewed by over 20,000 students and staff at SFU.

* Increased Facebook page likes by 68% over the course of 1 month.
* Increased Twitter engagement rate by 120% over the course of 1 month.
* Analyzed trends and student behaviors. Created personas to further understand the SFU students.

Digital Media Content Coordinator
Research In Motion | September 2010 to August 2011

Prototyped and explored UI with motion graphic (AfterEffects) ; improved one of the development intranet site usability through the consistency of grid design; supported Teamlead with urgent requests of vision videos.

* Worked closely with visual designers and stakeholders on various versions through careful documentations and folder structure.
* Produced on-device tutorial videos with AfterEffects and Maya.
* Support emails and calls dropped relatively after the implementations of on-device tutorials.

Hobbies & Extracurricular

**Wedding Photography & Videography**Photographed and directed wedding couples with precise instructions on poses. Captured candid, portraits, group, and expressive photos during wedding ceremonies, receptions and photoshoot.

* Developed interpersonal skills and clear verbal communication skills.
* Can shoot well over 500+ photos in one wedding day.
* Video and photo edit. (Usually edited 25+ photos and 2 mins long videos.)

**Seasonal Translator**Translated Cantonese into English during church Sunday Worship Service at VCMBC in front of 150+ people.

* Active listening and concise communication under extremely high-paced environment.
* Developed listening skills and strong memory.

Education

* Simon Fraser University, Vancouver, BC — Joint major Business & Interactive Arts
* Killarney High School, Vancouver, BC