



Emma J. Chan

MULTIDISCIPLINARY DESIGNER

emmajchan.com
[linkedin.com/in/emmajchan](https://www.linkedin.com/in/emmajchan)

emmajchan@live.com
+1 (646) 644-1201

Toronto, ON

QUALIFICATIONS

Wireframing & Prototyping skills developed through 10+ years of responsive design

Client handling skills through 5+ years of project development

Excellent graphic design skills

Great teamwork ability

Strong leadership skills

Strong analytical skills

SKILLS

Excellent in HTML/CSS

Excellent in Adobe Creative Suite

Excellent in Figma/Prototyping

Excellent in User Research

Excellent in Digital Marketing

Proficient in WordPress Dev

Proficient in CRM Software

Fluent in English & Chinese

INTERESTS

Gaming - Leader of a guild of 1,000+ members in an MMORPG, managed daily operations, created raid strategy graphics, and led raids.

EDUCATION

University of Waterloo *Bachelor of Global Business and Digital Arts*

WATERLOO, ON, CANADA | SEP 2018 - APR 2022

Pratt Institute *Bachelor of Architecture*

BROOKLYN, NY, USA | AUG 2014 - MAY 2018 (INCOMPLETE, TRANSFER)

EXPERIENCE

WSI Leap Digital *Digital Marketing Associate*

TORONTO, CANADA (REMOTE) | OCT 2022 - CURRENT

- Designed, prototyped, and developed multiple websites using WordPress for clientele spanning multiple industries.
- Collaborated closely with clients to ensure successful outcomes and achieve their objectives.
- Designed and optimized Google pay-per-click ads to drive website traffic and increase conversions.
- Managed HubSpot email marketing campaigns, resulting in increased open and click-through rates for targeted audiences.
- Maintained a cohesive brand identity by developing and adhering to brand guidelines for all design and web materials.

Aniro Media *Full-Stack Designer*

TORONTO, CANADA (REMOTE) | MAY 2021 - OCT 2022

- Designed, prototyped, and developed WordPress e-commerce storefronts, along with branding materials that aligned with client vision and brand identity.
- Led a team of 3 graphic designers, managing their creative output and ensuring that all work met client expectations and company standards.
- Conducted A/B testing for ad creations, analyzing and implementing data-driven insights to optimize campaign performance and achieve maximum ROI.
- Employed agile methodology to deliver results-driven projects that met clients' needs and exceeded their expectations.

Pratt Institute Center for Experimental Structures *Research Assistant*

BROOKLYN, NY, USA | MAY 2016 - APR 2018

- Provided support in 3D modelling using Rhino 5 and Grasshopper for various design projects.
- Coordinated and promoted open houses for the center, resulting in increased attendance and engagement with the community.
- Assisted with the assembly of minimal-surface sculptures, via use of laser and water-jet technology, contributing to the successful completion of projects and the delivery of high-quality work.

University of Hong Kong Estates Office *Project Development Intern*

HONG KONG, HONG KONG | JUN - JUL 2017

- Utilized AutoCAD to draft construction development changes, ensuring accurate and efficient documentation of project modifications.
- Designed and presented layout change proposals to clients, incorporating their feedback and accommodating their specific requirements.
- Developed skills in iterating design proposals and successfully meeting clients' expectations, resulting in high levels of client satisfaction.