

# Maricela Chan

User Experience Designer

<http://www.maricelachan.com>

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## WORK EXPERIENCES

**UX Designer** | Evite, Inc. | Los Angeles, CA | Feb 2017 - Present

- Initiated, developed, & promoted user journey mappings for stakeholders to empathize with users & get project buy-ins successfully.
- Led the UX/UI redesign of key user flows in iOS & Android apps to improve user conversion & enhance functionality. Redesign resulted in slope change in business with user conversion rate improving significantly.
- Participated in design sprints, developed the UX of an innovative cross-platform messaging system (patent-pending) to resolve key user pain points. Feature created new business opportunities while satisfying user's needs.

**Lead UI/UX Designer** | Spark Finance, Inc. | San Diego, CA | Mar 2016 - Feb 2017

- Conducted ethnographic research & user interviews to define user needs & requirements.
- Created wireframes & interactive prototypes, conducted usability testing to get user feedback & develop iterating designs.
- Developed final UIs, motion designs, & specs for engineers on iOS app & website to ensure design intents are met.

**Contract UI/UX Designer** | MobLabs, Inc. | Venice, CA | Sep 2015 - Mar 2016

- Managed client engagement from ideation, development, to launch to ensure successful project delivery.
- Created user flow, wireframes, interactive prototypes, & UIs for iOS & Android apps.
- Analyzed company website, created new website mockups, & coded website landing page.

**Freelance UI/UX Designer** | Los Angeles, CA | Nov 2015 - Mar 2016

- Created high-fidelity prototypes of web app for user testing & iterated designs based on user feedback.
- Developed user flow, wireframes, & UIs for development & ensure design intents are met.

**Contract Jr. Web Designer** | StudioRui Marketing, Inc. | El Monte, CA | Jun - Nov 2013

- Converted Photoshop layout to responsive web pages using HTML5, CSS3, & jQuery.
- Modified WP themes, developed custom plugins & custom page templates in WordPress.

**Architectural Designer** | AGC Design Ltd. | Hong Kong | Sep 2011 - Mar 2013

- Design process: site analysis, user interview, 3D model, animation, color & material design.
- Generated design presentations & proposals to communicate project status to clientele.
- Coordinated with engineers, vendors, & contractors to resolve design issues.

## PERSONAL PROJECTS

**Personal Website** | <http://www.maricelachan.com>

- Designed & coded portfolio website using HTML5, CSS3, jQuery, & Bootstrap.

## EDUCATION

**California State University Fullerton** | Sep 2016 - Aug 2017

Certificate in User Experience & Customer-Centered Design

**University of California, Berkeley** | GPA: 3.57 | Graduated Aug 2010

Bachelor of Arts, Architecture

## UX METHOD

Ethnographic Research  
Competitive Analysis  
Heuristic Evaluation  
User Interview  
Persona & Scenario  
Journey Mapping  
Wireframing  
Interactive Prototype  
Usability Testing  
A/B Testing  
Design Sprint

## SOFTWARE

Sketch/ Adobe XD  
Invision  
Principle  
Invision Studio  
Omnigraffle  
Overflow  
Photoshop/ Illustrator  
Axure  
After Effects  
Indesign  
Dreamweaver

## PROGRAMMING

HTML5  
CSS3  
Javascript (basic)  
jQuery (basic)  
Bootstrap  
Responsive Design

## 3D MODELING

AutoCAD  
Luxology Modo  
Rhino/ V-Ray  
SketchUp