

CHRISTIE SHEN

christieshen.com

christie.y.shen@gmail.com

289-383-3791

projects

Museum Mobile App Royal Ontario Museum
in partnership with Sheridan College
Jan 2022 - Apr 2022

- Created an interactive high-fidelity prototype to increase in-person museum engagement and elevate visitor experience
- Employed end-to-end design processes including discovery, problem definition, ideation, and iteration of a Figma prototype aligned with the ROM's brand and goals

work experience

Digital Communications Coordinator Button Factory Arts
Aug 2022 - current

- Managing social media and marketing campaigns, improving campaign click rate by 9%
- Streamlining and redesigning website layout and content for greater readability and accessibility
- Producing and publishing original copy and graphics for web, print, and advertising materials
- Developing official brand kit and design system

Programs Assistant/Educator Button Factory Arts
Dec 2020 - Jun 2022

- Increased online following growth rate from 4% to 8%
- Planned and facilitated 12-week art programs for ages 5 - 15 including instructional design and communication coordination

Gallery Assistant Latcham Art Centre
Sept 2019 - Apr 2020

- Collected and analyzed survey data and developed new volunteer intake process based on user feedback
- Implemented new filing and image systems to organize and reduce archival backlog of 3,500 items
- Managed and led 15+ weekly community outreach activities with 60-200+ attendees per event

education

Digital Product Design Certificate

Sheridan College
2021 - 2022

Honours Arts & Business

University of Waterloo
2013 - 2019

Fine Arts Studio Specialization
Digital Arts Communication Minor

skills

Design Thinking
Business Strategy
User Research
Personas
Wireframing
Prototyping
Usability Testing
Workshop Facilitation
Digital Marketing
Illustration

tools

design

Figma
InVision
Adobe CC (Photoshop, Illustrator, InDesign, Premiere)
Canva
SketchUp

development

HTML/CSS
Python
Processing