

CHRISTIE SHEN

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projects

Digital Project Designer

Sheridan College Capstone, Jan 2022 - Apr 2022

- Collaborated as part of a team to create a companion app enhancing the museum experience
- Employed design thinking process from research to testing and developed a high-fidelity prototype
- Communicated progress and results with industry partner, the ROM, and incorporated feedback into further iterations

work experience

Educator and Programs Assistant

Button Factory Arts, Dec 2020 - Apr 2022

- managed social media and marketing, increasing monthly follower growth rate from 4% to 8%
- coordinated customer communications and administrative duties
- produced copy and designed graphics for web, print, promotional and advertising materials
- facilitated delivery of 2021 summer camp program
- developed and taught classes for all ages

Gallery Assistant

Latcham Art Centre, Sept 2019 - Apr 2020

- created and established new filing and image systems for improved workflow efficiency
- executed and led weekly community outreach activities with 60-200+ attendees per event
- doubled our volunteer program and built strong relationships with event and outreach volunteers
- handled social media and marketing efforts
- facilitated visitor engagement and handled front desk administrative responsibilities

Digital Content Manager

EMR Shielding Solutions, Feb 2019 - Aug 2019

- spearheaded social media campaigns, increased followership by 150% and engagement by 25%
- created and published original copy for digital and print articles, redesigned promo materials

education

Digital Product Design

Sheridan College, Class of 2022
Graduate Certificate

Honours Bachelor of Arts

University of Waterloo, Class of 2019
Arts and Business Major
Fine Arts Studio Specialization
Digital Arts Communication Minor

skills

Project Coordination
Design Thinking
User Research
Persona Development
Userflows
Wireframing & Prototyping
Usability Testing
Digital Marketing
Community Outreach
Illustration

tools

design

Figma
Adobe Suite (Photoshop, Illustrator, InDesign, Premiere)
UserTesting
InVision
SketchUp

programming

HTML, CSS
Python
Processing