

# Calvin Kuo

## UX Designer

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I am passionate about creating thoughtful human centred experiences. Throughout my journey in neuroscience, design, and hospitality, I observed and learned about how we interact with the world and each other.

## SOFTWARE

Sketch, InVision, Figma, Zeplin, Principle, Photoshop, Illustrator, After Effect, Affinity Designer, Keyshape, HTML, CSS

## PROJECT

### Lushly | Product Design / UX

hfckstudio.com/portfolio/lushly

APR - JUN 2020, BrainStation

- Case Study on indoor gardening trend; from research to high fidelity prototype.

## EXPERIENCE

### UX Designer and Illustrator | MyPalate

2019 - ONGOING (PART-TIME), REMOTE, CANADA

- Interviewed a diverse group of target users (User Interviews and Testings) and gained insights to continue to improve product.
- Produced User Stories, Experience Mapping, Task Flows, Personas to inform product decisions and prioritization.
- Prototyped for both web and mobile interface and worked with developers to bring ideas to market.
- Created illustrations and informed the style of the app.

### Project Coordinator | Main Street Project

2017 - 2019, WINNIPEG, CANADA

- Researched, designed, and implemented the non-monetary donation program used by three departments that serviced over 150 people in needs daily.
- Conducted User Interviews of clients and staff from 5 departments, produced analysis (persona, journey map, experience map, etc.), facilitated brainstorming sessions for change in services and informed their new \$17 million shelter build project.
- Redesigned and increased core service output (food bank) by 200%.
- Designed the donors' journey from the entrance to their seats for a major fundraising event, using storytelling with immersive audio/visual installation.

### Freelance Designer | HFCK Studio

2015 - ONGOING, REMOTE, CANADA

- Created vector graphics for web and print based on clients needs.
- Projects included personal gifts / prints, website and social media illustrations / graphics.
- Produced contents for blog posts to generate user engagements.

### Partner | Washagami Landing

2015 - 2017, SUDBURY, CANADA

- Designed unique indoor environments and atmosphere, such as a furnished modern yurt, for people looking for "glamping" getaways in the woods.
- Managed all client interactions / customer experience; constantly improving their end to end experience based on observation and feedbacks. Maintained 4.9/5 rating and Super Host status on AirBnB.

## EDUCATION

### BrainStation | Diploma, User Experience Design

APR - JUN 2020, TORONTO, CANADA

### OCAD University | Bachelors of Design, Environmental Design

2009 - 2013, TORONTO, CANADA

### University of Toronto | Bachelors of Science, Neuroscience & Biochemistry

2004 - 2008, TORONTO, CANADA