

Felicia Guan

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EDUCATION

York University / Sheridan College

Honours Bachelor of
Design

Conestoga College

Graphic Design

COMMUNITY

Create-A-Thon

Participant (2017)

SKILLS

Product Design, UX/UI
Design, Branding &
Identity, Visual Design,
Project Management,
Communication Design,
User Research, Flows,
Product Research,
Personas, Competitive
Analysis, Wireframing,
Prototyping, Editorial

TOOLS

Adobe XD, Figma,
HTML/CSS, Photoshop,
Illustrator, InDesign,
Invision, Sketch,
Microsoft Office

LANGUAGES

English
Cantonese

EXPERIENCE

Qode Media Inc.

Toronto, ON | April 2021 – Present

Design Manager | November 2022 – Present

- Led a team of 10 designers and successfully managed the design process for all digital marketing campaigns, resulting in an increase in on-time project delivery.
- Collaborated with cross-functional teams including account managers, developers, and copywriters to ensure successful project execution and client satisfaction.
- Conducted regular design reviews and provided feedback to team members, resulting in an improvement in design quality and effectiveness.
- Worked closely with the UX/UI team to ensure a seamless user experience across all digital assets
- Led team meetings and provided ongoing training and support to junior designers, resulting in an improvement in team performance.

Account Manager | June 2022 – Present

- Successfully managed a portfolio of over 16 client accounts, consistently meeting or exceeding expected KPIs and handling all communication and addressing any issues or concerns in a timely and effective manner..
- Developed and implemented customized digital marketing strategies for each client
- Built and maintained strong relationships with clients
- Collaborated with cross-functional teams to ensure client satisfaction and project success.
- Presented detailed reports to clients, resulting in an increase in client satisfaction.
- Identified opportunities for account growth and upsell.

UX/UI Designer | April 2021 – Present

- Developed and executed effective UX/UI design strategies, resulting in a 100% increase in website traffic and a 26% increase in user engagement.
- Designed and maintained client websites, ensuring a seamless user experience and a 15% increase in conversion rates.
- Created visually compelling and user-friendly landing pages, resulting in a 10% increase in lead generation.
- Conducted extensive user research and testing to inform design decisions, resulting in user satisfaction.
- Optimized website layout and navigation to improve overall user experience
- Developed and maintained a comprehensive style guide and design system, ensuring brand consistency across all digital assets.
- Conducted A/B testing and analyzed user data to continually improve website performance and user experience, resulting in a 15% increase in conversion rates.
- Developed wireframes and prototypes for new features and products
- Worked closely with the development team to ensure seamless integration of design and functionality, reducing website errors and bugs.

NEEB Engineering - Graphic Designer

Kitchener, ON | November 2017 – April 2018

Stratford Perth Rotary Hospice - Graphic Designer

Guelph, ON | November 2017

Liftow Limited - Design Lead

Brampton, ON | February 2015 – September 2015

- Created branding guidelines and design systems, ensuring brand consistency
- Designed and developed a new company logo, visual identity, website, catalogs, product packaging, signage and other marketing materials.
- Managed the design division through effectively coordinating projects with internal departments, clients, and outsourced prints.

References available
upon request