

# christinepoh

INTERACTION DESIGNER

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## PROFILE

A creative and self-motivated Interaction Design graduate with a passion for all aspects of design and creating innovative solutions which consider joy of use as well as good usability.

## EDUCATION

### Simon Fraser University - School of Interactive Arts and Technology, June 2009

Bachelor of Science, Concentration in Interaction Design

Proficient with basic design principles (typography, hierarchy etc.), info modelling, brainstorming, ideation, ethnography techniques, usability testing and scenarios.

### Italia Design Field School, May 2006 - December 2006

7 weeks in Italy studying Italian Culture and interviewing 15 architects/designers on topics related to Italian Innovation. Followed by a 3 months publishing our research online.

<http://www.sfu.ca/italiadesign/2006/findex.html>

*Take a look at [my portfolio](#) to see some of my projects!*

## WORKING KNOWLEDGE

Interaction Design  
Communication Design  
Spatial Design  
Information Architecture  
Branding

Ethnography  
Human Factors  
Cognitive Science  
Usability & Heuristics  
User Interfaces

User Testing  
Paper Prototyping  
Arduino Prototyping

## TECHNICAL SUMMARY

Software:  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Flash

Languages:  
HTML/CSS  
XML  
Actionscript 2.0

## WORK EXPERIENCE

### AKQA, October 2010 - Present

Associate Interaction Designer

context AKQA is a digital agency specializing in Interactive Marketing. AKQA ideas embrace digital platforms and properties creating global, regional, and local solutions for their clients who include, VISA, Nike, and Audi.

role Responsible for designing and maintaining meaningful user experiences in a variety of platforms and systems, as well as working in a supporting role to Senior Interaction Designers. Clients that I have worked with include XBOX, Visa and Nike.

skills used Interaction Design, Strategy, Information Architecture, Wireframing, User Testing

## **VERICO Financial Group, January 2010 - October 2010**

New Media Director

- context VERICO Financial Group is a national mortgage brokerage network. In the new economic climate, VERICO is pioneering new initiatives in the Mortgage Brokerage Industry for its brokers.
- role Responsible for designing graphics as well as experiences for the web and mobile devices for VERICO related products and programs. Managing the working parts to build web and mobile apps.
- skills used Graphic Design, User Experience Design, Information Architecture, Mock Ups, Project Management
- outcome Web/Mobile Design and media collateral for two new corporations launched by VERICO: HousePoints and JAC NEWS

## **Research In Motion, September 2007 - September 2008**

User Experience Design Associate (F/T co-op term) - User Experience Design Team

- context Research in Motion (RIM) are leaders in the Smartphone industry with their products the BlackBerry Smartphones, Mobile Applications, Desktop Software, and Enterprise Solutions.
- role Responsible for creating and ensuring that experiences for users of BlackBerry related mobile applications and desktop software are meaningful and usable.
- skills used Ethnographic Research, Persona Development, Information Modelling, Information Architecture, Paper Prototyping, Wireframing, Mock Ups, Scenarios and User Testing
- outcome Was involved as an Interaction Designer for Desktop Manager 4.6, BlackBerry Bold OS 4.6 and SAP/CRM for BlackBerry.

## **Freelance 2007 - 2009**

- context Various web/print work for Simon Fraser University and other local companies.
- skills used Web Design, HTML/CSS, Flash/Actionscript
- outcome SIAT Website - <http://www.siat.sfu.ca/>  
Oral Sense - <http://oralsense.ca/>

## **VOLUNTEER EXPERIENCE**

### **Seattle Design Charrette (Simon Fraser University), November, 2005/2006/2008**

- context Annual trip to Seattle for 2nd year Design Students in the School of Interactive Arts and Technology where students study Seattle Culture.
- role Mentored 2nd year Design Students during the three day charrette.

### **Explore Design Toronto 2007**

- context A two day design conference with presentations and workshops to encourage and inspire high school students to choose a post-secondary education in the field of design.
- role Spoke to students and parents about my experiences as a student at SIAT, and as a User Experience Designer at Research In Motion. Also assisted my professor, Ron Wakkary in a 30 minute Interaction Design Workshop for high school students.

## **REFERENCES**

Available upon request.