

Shixuan Chen

Burnaby, B.C.

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Portfolio (Website Access): <https://www.shixuanc.com/>

Profile

Recent SFU Interactive Arts and Technology graduate with strong academic training in visual and user-centered design. Experienced in branding, digital design, and web content creation, with hands-on practice across print and digital touchpoints. Skilled in translating brand goals into clear, consistent visual outcomes.

Work Experience

Designer – Xinjiang Lvta Agricultural Technology Co., Ltd. | Internship Feb.2026 – Apr. 2025

- Assisted with packaging design, e-commerce homepage design, and product detail page design.
- Designed exclusive business cards and short-version printed materials for company staff.
- Independently completed offline supermarket billboard designs, which were adopted by the operation department.
- Built and configured the company's Feishu platform, enabling **automated processes** such as online reimbursement and activity fund applications.
- Configured exclusive domain names and corporate email accounts for the company.
- Created brand VI auxiliary graphics for the company using Adobe Illustrator.

Website Designer – YX. Studio | Internship Jan.2025 – Mar. 2025

- Conducted **user research** and **usability testing** to identify user experience issues.
- Redesigned the café's official website using the **Wix CMS** platform.
- Collaborated with the manager to ensure consistent updates of the website's branding and promotional information.
- Increased average pages per visit by 37%, boosted average session duration by 117%, and reduced bounce rate by 27%.
- Managed and **organized digital files**, website assets, and client content to maintain **accurate and up-to-date records**.
- Responded to **client update requests** and coordinated website revisions in a timely and detail-oriented manner.

Education

Bachelor of Art – Interactive Art and Technology | Simon Fraser University Jan.2021 – Dec. 2025

Projects

User Experience Design & Graphic Design – Watch Duty Fire App and Poster Design May. 2025 – Aug. 2025

- Collaborative project integrating UX, graphic, visual, and UI design for a wildfire emergency app and poster system.
- **Led user research, visual design, and final presentation**; contributed to video editing and graphic outputs.
- Conducted user research (**20+ participants**) to identify key pain points in wildfire scenarios.

- Designed five core features including real-time reporting, emergency contacts, and evacuation support.
- Developed user journeys and **high-fidelity app interfaces** to improve emergency response experience.
- Created experimental typography-based poster designs applying hierarchy, contrast, and texture principles.

User Experience Design – The Website

Jan. 2025 – Apr. 2025

- Working with real company to solve their problems.
- By applying the theory of Disney method, create a website helps the company's customers.
- Every assignment (milestone) receives a high grade.
- Collaborate with the design team to create posters suitable for printing.

Digital & Physical Modeling, Texturing, Animating – The Subject (Animation)

Jan. 2025 – Apr. 2025

- Skill in Autodesk Maya, including modeling, and texturing the 3D model by using UV map and Bump map.
- Positioning the camera and light for each scene.
- By using Davinci Resolve finish the video editing.

Skills

Languages: English IELTS 7.0 (WRITING 6.5 SPEAKING 7 LISTENING 7 READING 7), Chinese (Mandarin)

Tools: Figma, Adobe XD, Balsamiq, Miro, Photoshop, Unity, Maya, Onshape, Rhino, Wix, Wix Studio, Processing, VS Code, Clipchamp, Wix, Word, Excel, Canva, Figma

UX Methodologies: Design Thinking, Interaction Design, Visual Design, Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, Journey Mapping, Persona Creation, Web Design

Other Technical Skills: HTML/CSS, Python, Responsive Design, Website Architecture

Soft Skills: Visual Communication, Presentation, Storytelling, Scriptwriting, Audio Production, Problem Solving, Team Leadership