

WEB CREATIVEB.CA

EMAIL BRIAN@CREATIVEB.CA

PHONE 778 323 0032

Hi, I'm Brian Leung. I'm an interaction designer who creates thoughtful product experiences.

I'm an award-winning thinker. With my dedication to create rich experiences, I've been creating world class projects to some really great companies.

I've worked at

Over 5 years of creative experience.

Ideal Rebel

INTERACTION DESIGNER / IA

Contracted 4 major projects

Hired as an interaction design, I created professional wireframes and conducted user experience research to create digital experiences for companies. Used tools like Omnigraffle, Axure, and Illustrator for creative tasks. Created a corporate website for Yokohama Canada, and led a project to create a property rental system.

Media Merchants

UX/DESIGN LEAD

Nov 2012 - May 2013

I worked with companies such as Oakley and The Province to plan and create creative marketing campaigns. I used Illustrator and 3D programs to design proposals for creative ideas. Also used HTML5, CSS3 to develop a diverse range of projects. Created unique tangible experiences for events as well as digital experiences.

SFU

SENIOR MENTOR

Nov 2010 - Nov 2011

I mentored students for an in-field research project on the topic of experience design in public spaces. My role included guiding students to use analytical studies and refining their ideas through research and observation. Main duties included design research and communication.

Top Gun Group

GRAPHIC DESIGNER

June 2006 - Sept 2010

I worked as an in-house graphic designer for a restaurant group creating promotional products and coming up with marketing strategies. Duties included using photoshop and illustrator to create finished graphic designs, taking photos and videos for promotional products, and developing branding assets.

Freelancing and Consulting

UX / FRONT-END DEVELOPER

Oct 2012 - Present

I had the opportunity to work with several different companies to create a diverse range of web work. I created works such as property development websites, investment deck online presentations, and corporate websites. Duties included design, UX, and light front-end developing.

Professional Skillset

Job Stories | User Studies | Work Flows | **Journey Frameworks** |

Analytical Studies | **Light Front-end Development** | Visual Design |

Information Architecture | Wireframing | Sitemaping | **Rapid Prototyping** |

Infographics | Presentations | Client Communications

Tools picked up along the way

SOFTWARE PROFICIENCY

Photoshop	Excellent
Illustrator	Excellent
Omnigraffle	Excellent
Axure	High
Final Cut	Excellent
Rhino	Excellent

CODING PROFICIENCY

Html5	Excellent
CSS3	Excellent
Php	Moderate
JQuery	High
Bootstrap.js	High

Education

I graduated from Simon Fraser University

Bachelor of Arts in the Faculty of Communication, Arts and Technology. Concentration in Interaction Design. Completed February 2012.

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These are some of my best projects

Yokohama.ca

This project was to redesign Yokohama Canada and to create a interactive and informative tire guide to help users pick the tires of their individual needs.

Responsive
Wireframing
Information Architecture
Journey Frameworks

TYPE
CORPORATE WEBSITE

ROLE
UX/IA

PROJECT DURATION
1.5 MONTHS

Iceguard Tires

The Iceguard tires campaign consists of a parallax website as well as a facebook campaign project introducing the iG52 and iG51 tires.

Wireframing
Information Architecture
Journey Frameworks

TYPE
INTERACTIVE EXPERIENCE

ROLE
UX/IA

PROJECT DURATION
1 MONTH

Broadstreet.ca

The Broadstreet.ca project is a property rental site as well as a property renting platform for agents to setup bookings through online applications.

Front-end and Back-end IA
Responsive
Wireframing
Journey Frameworks

TYPE
PROPERTY RENTING SITE

ROLE
LEAD UX/IA

PROJECT DURATION
2 MONTHS

Province Kiosk

The Province Kiosk project is a interactive photo booth kiosk that takes pictures of users and imposes them on a newspaper prints.

Journey Frameworks
Wireframing
Development+Fabrication

TYPE
CREATIVE CAMPAIGN

ROLE
INTERACTION DESIGNER

PROJECT DURATION
3 WEEKS

SFU ItaliaDesign

ItaliaDesign is a 7 year legacy research project that focuses on Italian craftsmanship and design. We created numerous creative projects that showcases this topic.

Ethnographic Studies
Creative Direction
Director of Film

TYPE
DESIGN RESEARCH

ROLE
UX RESEARCHER

PROJECT DURATION
OVER A SPAN OF 12 MONTHS

Awards and recognition

2013 BRAUN PRIZE

Honorable Mention

2012 UTILTA MANIFESTA

Winner

2012 JAMES DYSON AWARD

National Finalist

2008 AIRCARE AIRWAVES

Winner

SFU Italia Design Research Project

A feature length design documentary showcased in several events hosted by Simon Fraser University as well the Italian Cultural Center. Commenced a legacy project that spanned over two different field schools and gained recognition through sources like Core77 and Notcot.org.

James Dyson Award

Our team created an technology integrated automatic hydroponic system concept used for small living areas. Using journey frameworks and conceptualizing embedded interactions, our team won the national finalist title in this award.

Utilita Manifesta

Our team created a storyboard poster that showcased the utilization of a backpack concept that is able to filter water through sunlight. Using job stories and case-studies, we were able to identify user needs and communicate an award-winning concept.

