

Joshua Fan

UX Designer & Business Strategist

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hello!

I strive to be at the overlap of design & business, moving between disciplines to create experiences that carefully consider the audience first. Having worked both as a designer & manager, I believe that it is at this intersection where an opportunity manifests to add great value to both business and customer.

Finding this moment is my conviction, and I leverage the combination of my education and work experience to achieve this.

competencies + tools

UX Strategy	Content Strategy	Business Strategy
Interface Design	User/Market Research	Brand Development
Prototyping	Copywriting	Digital Marketing
Web Development	Journey Frameworks	SEO + Analytics



education

Simon Fraser University | 2013 - Current
B.A. - Interactive Arts & Technology (Design)
Joint Major - Beedie School of Business (Intended)
Vancouver, Canada

Port Moody Secondary School | 2009 - 2013
International Baccalaureate Diploma
Port Moody, Canada

work experience

Knack Academics

Business Manager

January 2018 - Current

- Managed business operations including sales, marketing, administration, and human resources
- Improved on and created new business processes to rectify previous inefficiencies, including building a tailored online database for tracking student records, timesheets, and marketing leads
- Spearheaded overhead reduction, new communication strategy, revised business model has lead to 30% increase in net revenue, with Knack Academics becoming cashflow positive (-\$13K in 2017, + \$24K in 2018) under my management.

Dossier Creative

Designer | Railyard Lab

May 2018 - September 2018

- Responsible for project management, brand strategy, & web development
- Integrated design thinking with the business strategy of social enterprises, working to create brands that better communicated organizational offerings
- Produced both physical and digital brand touchpoints, most notably developing a custom website connected to a Wordpress CMS backend

Netlink Computers (NCIX)

NCIX PC - Product Marketing Manager

January 2017 - November 2017

- Handled NCIX PC's marketing activities, including product + digital marketing strategy, campaign execution, market research, ecommerce and analytics.
- Provided business recommendations from market research insights, a key contribution to NCIX PC's sales revenue growth of 30% from 2016 to 2017
- Managed online media channels, guiding growth and breaking past 200K likes on Facebook and 30K followers on Twitter

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academics + community

SFU Interactive Arts & Technology - Seattle Design Charette

Spring 2018

Mentor

- Served as a mentor to a team of student designers for a biannual design competition hosted by Russell Taylor as part of the IAT 233 - Spatial Design course
- Shared my experience and learnings in content strategy, research, form exploration and presentation best practices
- Helped manage team morale & expectations, setting reasonable goals and process

VIA Journey

Fall 2017 - IAT 438 Academic UX Project

UX/Business Strategist, Lead Writer & Presenter

Case Study: VIA Rail

Award: Inamoto & Co's Mentorship Award Recipient

- Worked within a team to conduct user research, brand study, and led the business analysis to identify and develop a strategy to resolve VIA Rail's core business problem.
- VIA Journey is a proposed microsite that retells the story of VIA Rail's tourism offerings through the metaphor of a train window, that asks users to consider that the journey can be as valuable as the destination
- Iterated an interactive prototype beginning from wireframes and fleshed out different user experience scenarios for our digital solution
- VIA Journey address friction points in VIA Rail's value proposition, increasing VIA Rail's perceived value /reducing cognitive overhead for consumers as well as adding value to VIA Rail's organization + brand

Toyota Guardian

Fall 2017 - IAT 438 Academic UX Project

UX/Business Strategist, External Relations, Lead Writer & Presenter

Case Study: Toyota Motor Corporation

Industry Mentor: Chelsea Garber, Product Design Lead @ Inamoto & Co

- Our previous project VIA Journey was selected as one of the top two projects of the term by Chelsea Garber from Inamoto & Co., and awarded a mentorship on a live brief
- Toyota Guardian addresses the social implications and consumer apprehension around trusting self-driving vehicles, by scaling the problem down from a business and consumer perspective
- Toyota Guardian is a proposed driver's app that connects owner & vehicle, leveraging Toyota's existing predictive intelligence & sensor capabilities to offer immediate benefits to drivers today
- Responsible for key component of joint UX/Business strategy, by identifying and utilizing the leaseholder customer cycle to deploy and implement digital solution