

# Jerry On

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## Professional Summary

Junior-level experience in conducting design research, user testing, and collaborating with software engineers, developers, and marketers to develop user-centered designs and features. Actively learning and committed to design thinking and user research, dedicated to continuous growth and delivering seamless user experiences.

## Work Experience

### Digital Marketing Coordinator, McArthur Trading Inc June 2024 – Present

- Led the restaurant's online marketing efforts, boosting its digital presence by 100%
- Crafted and executed digital marketing strategies, including physical marketing and social media.
- Managed online campaigns to ensure effective outreach and engagement.
- Created content that connected with our audience across various platforms.
- Worked closely with the restaurant management team to:
  - Promote the brand using design tools
  - Enhance online visibility
  - Attracted new customers

### Junior Product Designer Intern, MarkingHelper AI Solutions Inc April 2024 – May 2024

- Built Figma wireframes and prototypes for the main features such as grade center, marking center and courses pages for the Marking Helper app.
- Participated in design research and brainstorming sessions with the product team.
- Created the product demonstration workshops to user test the new designs I created.
- Collaborated closely with software engineers, product managers, and marketing specialists to identify user needs and creatively solve design problems for a seamless user experience.
- Combined technical proficiency with creative solutions to contribute significantly to the development of innovative, user-centered products.
- Honed user interface design and prototype development skills using Figma while working at MarkingHelper AI Solutions Inc.
- Gained a robust set of skills in design thinking and user research, preparing for continued growth in the field of product design.

## Education

### Digital Design and Development Diploma, British Columbia Institute of Technology September 2022 – May 2024

## Relevant Skills

- **Software** – Figma | Adobe Creative Cloud | Microsoft Office | Jira | WordPress | GitHub
- **Technical** – HTML | JavaScript | Prototyping | Wireframing | User Experience Testing | Product Design
- **Soft Skills** – Junior Product Management | Product Demonstration | Collaboration | Proactivity