



JOSH DUAN

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Online Portfolio
<http://joshduan.com/>

EXPERTISE

- Design UI/UX | Web Design | Video Editing | Motion design | Illustration | Visual Design | Art Direction | Print
- Tools Adobe XD | Sketch | Figma | Photoshop | Illustrator | InDesign | AfterEffects | Premiere | InVision | WordPress | Blender
- Misc Front-end Development (HTML/CSS) | Web Accessibility (AODA/WCAG) | iOS/Android Design System | 3D Modelling

EXPERIENCE

- May 2020 - Present **UI Designer / Graphic Designer**
OTT Pay

 - Identify areas of opportunities for clients and solve functional challenges through brainstorming, ideating, and designing digital solutions
 - Design graphic UI elements, web components, and create/maintain design systems
 - Work with developers from wire-framing to high fidelity design to bring artworks to life on the web, iOS, and other platforms.
- Aug 2020 - Present **Design Lead**
Kankan App

 - Establish brand guidelines, design libraries and design process as the first designer onboard
 - Plan and conduct user research and competitor analysis
 - Translate user needs and real-world constraints into elegant, effective solutions
 - Construct information architecture, interaction models, customer flows, schematics, and visual design that bring new ideas to life
 - Participate in the development process from definition, through design, build, test, release, and maintenance
- Aug 2019 - May 2020 **Designer**
Ryan Design International

 - Conceptualize creative solutions that meet clients' marketing and business objectives on print, web and mobile platforms in real estate industry.
 - Collaborate with marketing and real estate team to identify visual and communication gaps, streamline processes, and transform building plans into promotional materials.
- Jul 2018 - Aug 2019 **Digital Designer**
Coolaid Studios Inc.

 - Design responsive web pages, applications, digital advertisements, videos, emails, banners, infographics, and print collateral for marketing campaigns.
 - Design high conversion visual assets for clients' lead generation funnel that includes, landing page, sign up form, email blasts, and more.
 - Ideate on new creative concepts and iterate on those already in-market to strengthen campaign performance such as web 3D modeling, VR interaction design, etc.
- Aug 2015 - Jul 2018 **Sr. Graphic Designer / Web Designer**
The Edge Leaders Magazine

 - Provided art direction on small and large-scale projects from creative conception to completion, and maintained brand consistency for the magazine style and editorial layout design.
 - Handled the design solutions from concept to completion; ensured consistent, coherent and powerful brand experience that is relevant to each brand's target audience.
- Jan 2015 - Jun 2015 **Program Assistant**
Canadian Power and Sail Squadrons

 - Worked closely with the National Director and the outreach committee in illustrating a printed Meteorology textbook.

EDUCATION

- Jan 2014 - Jun 2015 Master of Management
University of Windsor
- Sep 2009 - Jun 2013 Bachelor of Art(B.A.), Advertising (Planning & Design)
College of Applied Arts and Science, Beijing Union University, China