

Kasa Chan

UXUI Designer

Contacts

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Education

SCAD

UX Design M.F.A
Sep 2023-Aug 2025

UC Santa Cruz

Environmental Studies
& Economics B.A
Sep 2018-June 2022

Skills

Design

Design thinking, User-flow,
IA, Wire-framing &
Prototype, Usability Testing,
Mockup, Storytelling,

Research

UX Research, Strategy
Research, Desk Research,
Prototyping, Usability
Testing, AB Testing, Data
Visualisation, UX Mapping,
Active Listening

Tools

Figma
Miro
After Effects
Premier
Photoshop
MS Office Suite
Google Analytics
HTML

Languages

English
Cantonese
Mandarin

Experience

Researcher, BMW x SCADpro Sponsored course

Savannah, Georgia

Mar 2024- Present

- Collaborating with illustrators, researchers and advertising designers to research and develop an **innovation strategy blueprint** for BMW Group.

Design & Marketing Intern, Grav.id

San Francisco, California (Remote)

Oct 2022- May 2023

- Led the creation of daily content for the company's Twitter and LinkedIn accounts, resulting in a notable 30% increase in impressions and a **15% rise in followers within 2 months**.
- Created to **email campaigns** and managed the **social media** presence for an AI-powered SaaS solution that streamlines the hiring process.
- Directed the marketing of online seminars, developing five **sign-up landing pages** and designing 20 banners, resulting in a significant **20% increase** in attendance rates.
- Collaborated with product designers to gather usability test feedback, offering valuable insights for UX/UI enhancements.

Academic Projects

Research Lead & Service Designer, Apple Eco App Design Innovation

Savannah, Georgia

Jan 2024- Mar 2024

- Led a team of four in strategic research to build a **carbon credit transfer system** benefiting Apple, Georgia Power, and Customers, promoting **sustainability goals**.
- Planned, conducted, and reported on research activities, including collecting 50 survey responses and conducting 6 interviews with environmental specialists and Apple employees.
- Created future state service blueprints, and current and future ecosystem maps to showcase the **Apple Eco backend design system**.

UX Designer & Researcher, Digital Nomad Plug-in on Google Map

Savannah, Georgia

Jan 2024- Mar 2024

- Developed a plugin simplifying workspace discovery for owners and digital nomads through Google Maps integration, enhancing user experience and accessibility.
- Designed and implemented **40 mobile and web interfaces with multitouch capabilities**, focusing on intuitive navigation and user interaction.
- Conducted three rounds of usability testing with workspace providers and digital nomads, utilising **conversational prototyping** and **desktop walkthrough techniques** to gather feedback for iterative improvements.

UX Designer & Researcher, Lighthouse Diabetes Care Support Innovation

Savannah, Georgia

Sep 2023- Nov 2023

- Created a Google Maps plugin and injection space for diabetic individuals during travel, providing essential support and convenience.
- Conducted 4 in-depth interviews and 9 questionnaires to understand user needs, informing the design process and ensuring user-centred solutions.
- Led **6 usability tests, both online and offline**, to refine the final design based on user feedback and improve overall user experience.
- Designed 30 high-fi interfaces, mapped user flows, and **optimised user experience** to create an intuitive and accessible app interface.