

Emma Sun

UX/UI Designer

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With a background in branding & illustration, I use storytelling to provide delightful user experiences.

WORK EXPERIENCE

User Experience Design Intern

May 2025-Dec 2025 (Expected)

TD Bank Group | Toronto, On

- Working with Enterprise Innovation to **ideate** and **conceptualize** future-forward solutions
- **Researched, designed** and **pitched** a joint financial hub to enable shared financial management
- **Planned, executed**, and **analyzed 15+ user interviews** to identify actionable insights and inform design direction
- **Designed** and **facilitated 5+ design thinking workshops** to foster ideation in a cross-functional team

UX/UI Web Designer

Sept 2024-April 2025

The Innovation Hub | Toronto, On

- Promoted family-friendly culture by **designing** a **microsite** to guide U of T faculty on student-caregiver support
- Refined the **design system** and **usability** of a **200+ page WordPress website**, following WCAG standards

Designer

May 2022-Present

Freelance | Remote

- Developed **project management** and **communication** skills by designing websites, brands, and marketing material
- **Increased waiting list sign-ups by 20%** by **designing** and **developing** a **Webflow website** for a youth golf academy
- **Illustrated 10 mascot designs** for an upcoming content monetization platform

Junior Designer

Sept 2021-May 2022

Partners & Hawes | Vancouver, BC

- **Increased donations by 80%** for an indigenous youth program by **designing** their **website** and social media content
- **Increased guest engagement** for an Albertan shopping centre by planning their Christmas campaign **strategy**
- **Improved** company-wide **productivity** by restructuring file organization workflows for a **35-member** team

Design Intern

Mar 2021-Apr 2021

Pound & Grain | Vancouver, BC

- Balanced **3-5** client projects at a time in a **fast-paced agency** environment by contributing to the design of **websites** and **campaigns** for Canada's leading brands
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EDUCATION

University of Toronto

Sept 2024-Present)

Master of Information, UX Design Concentration | Toronto, ON

Capilano University

Sept 2017-Jan 2022

Bachelor of Design in Visual Communication | North Vancouver, BC

Hokkaido College of Art & Design

May 2019-July 2019

Diploma in Illustration, Study-Abroad Program | Sapporo, Hokkaido

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RECOGNITION

TD Enterprise Innovation Intern Hackathon	2025 Winner x2
Advertising and Design Club of Canada Student Interactive	2021 Bronze
Design Professionals of Canada UX Scholarship	2020 Winner
Vancouver UX Awards Student	2020 Finalist
The Association of Registered Graphic Designers Award for Strategic Design	2021 Honourable Mention
The Association of Registered Graphic Designers Award for Placemaking Design	2021 Honourable Mention
The Association of Registered Graphic Designers Award for Packaging Design	2021 Honourable Mention
Colleges and Institutes Canada Printmaking	2021 Winner
IDEA School of Design Portfolio Award	2021 Winner
Applied Arts Student Packaging Design Series	2020 Winner

SKILLS

TOOLS: Figma, Webflow, Wordpress, Adobe Photoshop, Illustrator, InDesign, Microsoft 365

DESIGN: Wireframing, Prototyping, Interaction, Design Systems, Brand, Campaign, Strategy, Illustration, Typography

PROCESS: User Research, Journey Mapping, Information Architecture, Usability Testing, Competitive Analysis, Agile