

Allie Cao

Product designer | Web designer | Graphic Designer

alliecao.design@gmail.com

alliecao.com

EXPERIENCE (SECTION)

UX / UI Designer

Invictus Golf Winnipeg | March - May 2025

- Led the UI/UX redesign to create a modern, dynamic, and interactive brand experience
- Developed a parallax scrolling layout to break traditional golf website structures and appeal to a younger audience
- Ensured responsive and accessible design for both desktop and mobile users.

Web Designer

Winnipeg Immigration Agency | August - October 2024

- Redesigned the company website, improving content clarity and enhancing the overall user experience
- Optimized site navigation by conducting competitive analysis and refining information architecture, ensuring key services are easily accessible.
- Reduced bounce rates by 40% through a strategic redesign, improving user engagement and retention.

Freelance Art Director & Graphic Designer

Vancouver | 2020 – 2024

Key Projects & Achievements:

- TikTok Vertical Web Series - reaching over 50K+ views
Rags 2 Richmond, Mahal La Vie, The Experiment
- TV Mini Series - featured on Apple TV
Shadow of the Rougarou
- Crazy8Films - *Crumbs*
- Feature Film - *Throughout the sky*
- TV Movie - featured on Hallmark Channel
Pumpkin Everything
- Vancouver Film Festivals - *Mama's Song*

SKILLS

Design

User Research	Interaction Design
Motion Design	Prototyping
Usability Testing	Branding Design

Tools

Figma	Comfy UI
Material Design 3	Adobe Creative Suite

Development

HTML	CSS
JavaScript	Webflow
WordPress	

EDUCATION

Google Project Management Certificate
- Google, 2023

Google UX Design Certificate -
Google, 2023

University of British Columbia - 2022

MFA - Production Design

Troy University - USA, 2019

BA - Communication Arts