

Verity (Yan) Duan

Multidisciplinary Designer | Calgary, AB

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PROFESSIONAL PROFILE

Verity is a designer specializing in graphic and UX/UI. She has experience in translating complex ideas into clear, user-centered digital experiences that support both user needs and business goals. She is a reliable collaborator who has an attention to deliberate details and often perseveres through difficult challenges.

EDUCATION

Interactive Design Diploma - UX/UI Major | Expected April 2026

Southern Alberta Institute of Technology, Calgary AB

Key Concepts:

- Brand and Visual Storytelling: Designed Brand Guidelines, Streaming animations and Video Editing from concept to completion.
- UX/UI and Coding: Learned how to approach business needs through usability metrics and effectively follow accessibility rules when designing digital assets

Pre College Program - Introductory to Arts and Design | July 2022- August 2022

Alberta University of Arts, Calgary AB

Key Concepts:

- Graphic Design: Typography, Logo variations, collage, printmaking and texture. In addition we learned how to give and receive professional feedback.
- Sketching and Painting: Sketching 3D objects. Lighting and spacing and color theories.

RELATED EXPERIENCES

UX/UI Designer Capstone | Expected April 2026

SAIT Calgary, AB

- Collaborated with Software Developers and Woman in Tech community to build an app for female calgarian meetups. Expected to Launch in Applestore
- Focus on conducting live on site user research, user verification and intuitive user flows.
- Lead Client meetings and carved brand driven visuals based on local audiences.

Marketing Intern | April 2025 - August 2025

Fini Healthcare Startup Remote

- Designed and produced weekly newsletters on Substack, translating product messaging into clear, conversion-focused visual layouts.
- Collaborated with branding and UX teams to create cohesive visual assets across digital and physical products, ensuring brand consistency
- Supported marketing initiatives across social media and product launches, balancing speed, clarity, and visual polish.

UX Club President | February 2024 - April 2026

Saitsa, Calgary, AB

- Lead a 6+ person design team to plan and execute networking events and mixers for SAIT design students and UX Calgary Community
- Lead overall vision for the graphic design team. Provide feedback on event assets such as social media posts, print posters, banners, name tags and gift cards.
- Manage logistics, approve budget, timeline and task delegation

SKILLSETS

Tools: Adobe Creative Suites (Photoshop, Illustrator), Figma & Framer, Asana, HTML & CSS, Readymeg, Wordpress, Webflow, Squarespace, Rive, Asana, Notion, Procreate, Canva

Design Expertise: User Research, visual systems, layout and typography, Digital and Print Assets, Usability testing and Prototyping, Feedback integration, Animation and web Interactivity.

Languages spoken at Professional Level: Mandarin, English and French