

# Will Chan

## UX/UI Designer

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### Summary

Senior UX/UI Designer with 5+ years shipping mobile and web experiences across APAC. Skilled in Figma, prototyping, and design systems; I collaborate closely with PM and engineering to deliver accessible, measurable outcomes in Toronto.

### Experience

#### Senior UX/UI Designer / Aigens Technology Limited

Jun 2019 – Nov 2023 / Hong Kong

- Led UX/UI for ordering, loyalty, kiosk, and merchant tools across iOS, Android, web, and in-store, shipping 3+ apps and multiple web flows for brands incl. Tim Hortons (Philippines), Burger King (Singapore), and Subway (Singapore).
- Mentored 4+ designers to improve handoff and delivery; defined CMS controllable UI and responsive states; partnered with frontend and backend engineers to reduce rework and stabilize releases.
- Produced user flows, wireframes, high fidelity UI, and prototypes; documented states and responsive behavior for phone, tablet, and desktop.

#### Multimedia Designer / Top Pine Technology Limited

Oct 2018 – Jun 2019 / Hong Kong

- Created UI graphics for government staff systems aligned with current policy themes in environment and energy.
- Designed two websites (kids courses and B2C construction materials) with product managers, from requirements and comps research to IA, flows, wireframes, and prototypes.
- Produced EDM and promo graphics for a baby and kids brand and aromatherapy courses; kept assets organized for quick updates.

### Education

#### George Brown College

Toronto, ON

Diploma

Culinary Management

2025

#### Unisoft Education

Hong Kong

Professional Diploma

Apps, Web & Cloud Dev

2019

#### Hong Kong School of Design

Hong Kong

Diploma

Graphic Ad Design

2010

#### Lingnan University

Hong Kong

Bachelor of Business

Administration

2009

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## Experience

### Marketing & Design Executive / Funmax Entertainment Limited

Nov 2017 – Oct 2018 / Hong Kong

- Produced campaign, social, and event assets; planned Facebook and Instagram topics; created reusable templates for consistent branding.
- Delivered environmental branding for two restaurants and two party rooms, including signage specs, material boards, and wayfinding; liaised with printers and material vendors.
- Coordinated contractors and build progress to opening; prepared handover packages for future exit or transfer; also handled event photography and toy photo retouching.

### Assistant Graphic Designer / Belt Collins International (HK) Limited

May 2012 – Feb 2014 / Hong Kong

- Designed proposals, diagrams, and presentation decks for landscape projects, translating CAD outputs into client-friendly visuals.
- Rendered landscape master plans and sections and built simulation visuals under tight deadlines to support design reviews and client presentations.
- Prepared organized asset files and presentation packages to support smooth project workflow and on-time submissions.

## Additional Experience

### Line Cook / In Good Spirits Co. Bar

Sep 2024 – Present / Toronto, ON

- Prep and service on a fast-paced line; maintain labeling, rotation, and cleanliness standards (BASICS.fst).
- Self-manage a station during busy periods; coordinate with FOH/BOH to meet ticket times and event service.
- Observe order flow, pickup cues and staff pain points, giving practical insight that I use when designing service and loyalty journeys.

## Capabilities

### Design:

User Flows  
Information Architecture  
Interaction Design  
Wireframes & Hi-Fi UI  
Component  
Prototyping  
Responsive Layouts

### Strategy:

Problem Framing  
MVP Scoping  
Agile Collaboration  
Design Operations  
CMS Decisions  
Developer Handoff

### Tools:

Figma / FigJam  
Adobe CC  
Notion  
Jira / Trello  
HTML/CSS  
Webflow