

Timothy Lui

Designer

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Eiwa Biru Saginomiya 202,
1-16-8 Saginomiya,
Nakano-ku, Tokyo
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Product designer with two years of experience, and over 6 years of experience working in the broader design field. Originally from Toronto, Canada, but has called Tokyo, Japan, home for the last 5 years.

WORK EXPERIENCE

foriio Inc., Product Designer/Project Manager

Oct 2022 – Present

- Analyzed key metrics and conducted user interviews to identify critical issues and develop effective solutions.
- Collaborated with the product owner, VP of engineering, and fellow designers to introduce new features and iterate on existing ones, aligning with the needs of our predominantly Japanese user base.
- Managed sprints and led the engineering team to ensure efficient project handling and timely release of tickets
- Helped increase the number of works submitted by 80% with a new import feature and new sharing features that lead to a 200% increase in user sign-ups

mamoru, UI/UX Designer

May 2022 – Oct 2022

- Conducted user interviews in order to help guide the direction of new features and development
- Helped launch mamoru's new online marketplace and assisted in the mobile application implementation to the iOS
- Provided clear and constructive feedback to aspiring designers

ROOTS INC., Designer

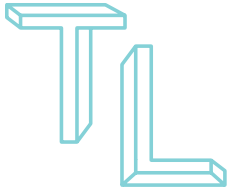
Dec 2020 – Oct 2022

- Conceived the branding and oversaw the storefront designs (4 locations), marketing, and the package designs for an ever-expanding eyelash and eyebrow salon
- Conceptualized 30+ logos for a large variety of clients leading to the success of many small business
- Crafted print based projects (flyers, business cards, menus, packaging, etc.) as well as signage and storefronts (windows, signs, retail banners

Heart Corporation, Assistant Language Teacher

June 2019 – Nov 2020

- Planned lessons and intergrated interactive powerpoint lesson slides
- Created brand new worksheets that were fun and intuitive



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Publicis Toronto, Designer

Mar 2017 – Mar 2019

- Created an interactive Facebook Instant Experience for Jeep and Ram that gave users the chance to get behind the wheel and experience the luxurious interior through their smartphone
- Designed a website to house all the blog content for Bank of the West including the wireframes, ui/ux designs, mockups and final assets
- Produced many projects as a part of the digital team including social media posts, newsletters, banners, carousels, etc.

Freelance, Graphic Designer

April 2016 – Feb 2017

- Worked with many clients on various projects such as wedding cards, event tickets, event posters, album covers, etc.

PUR Gum, Graphic Design Intern

Jan 2016 – Mar 2016

- Prepared social media posts months in advance and conceived new campaign lockups for newsletters and web banners

EDUCATION & QUALIFICATIONS

2020	JLPT N2 Qualification Received
2018	JLPT N3 Qualification Received
2014 – 2016	George Brown College Graphic Design Program, Graphic Design Advanced Diploma

SKILLS

Design Applications

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Lightroom
- Adobe Dreamweaver

Other Applications

- Google Analytics
- Hotjar
- Mixpanel
- JIRA
- Confluence
- Notion

Language Skills

English: Native Speaker

Japanese: Business Level