

# Jing Tey

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## Education

### University of Toronto

SEPT 2020 – JUNE 2022  
**Bachelor of Information**  
cGPA: 4.00

SEPT 2017 – JUNE 2020  
**BA in Geography & Visual Studies**  
transferred

## Skills

### Tools

Figma  
Illustrator  
Photoshop  
After Effects  
Premiere Pro  
Procreate  
InDesign  
Arduino

### Processes

Quantitative Research  
Qualitative Research  
Persona  
Affinity Diagram  
User Journey  
Empathy Map  
Wireframing  
Storyboard  
High-fidelity Prototype  
Clickable Prototype  
Usability Testing  
Agile Development  
Design Critique

## Work Experience

### Sustainability Office, University of Toronto

Designer & Research Assistant | JUNE 2018 – PRESENT

- Won first prize at the 2019 Campus Energy Conference (New Orleans, USA) representing the office with an educational video explaining the District Energy system at U of T.
- Improved user experience by redesigning the office website to reflect an organizational change and rebrand.
- Effected behavioural change by creating educational illustrations, animations & graphics for waste education.

### Project 40 Collective

Communications Assistant | DEC 2017 – JULY 2020

*A local community arts organization*

- Raised \$6,425 CAD through a crowdfunding campaign, managing the video production, product photoshoot and social media strategy.
- Increased community engagement by editing the monthly e-newsletter, contributing to a 41% increase in subscribers.
- Engaged emerging artists and organizers by executing the marketing campaign for P40's first conference.

## Projects

### Quercus Redesign, UX Design Coursework

UX Designer | SEPT – DEC 2020

*A web redesign to improve student time management*

- Gamified the student learning management system to increase student motivation and reduce procrastination.
- Optimized the information architecture to reduce time spent browsing to acquire information.

### Design Thinking Program, U of T Innovation Hub

Design Researcher | JAN – MARCH 2020

*A 10-week program examining student consultation processes*

- Built a bridge between the student body and university administration via empathy-based interviews and data analysis.
- Recommended innovative solutions to establish trust between students and administration based on summarized insights.