

Portfolio

www.linkedin.com/in/shan-ya-hu

Areas of Expertise

Web Design | Coding (HTML/CSS, Python, Java) | Photography | UX/UI Design | Marketing Management | Graphic Design | Keyframe Animation Design | Digital Image Design | Product Design | Spatial Design | CAD Softwares (Rhino, SolidWorks, VectorWorks, OnShape, Grasshopper) | Adobe Suites (AP, AI, AE, AD) | Figma (Design, Interactions, & Animation) | Soft Skills (Problem Solving, Adaptability, Creativity, Teamwork, Public Speaking) | Layout Design

Education

Simon Fraser University

Burnaby, British Columbia, Sept 2023 to Present

Bachelor of Science, Interactive Arts & Technology

- Beedie School of Business Minor
- Concentration in Design and Development for Web & Mobile and Designing Interactions
- Vice President of Design at ACE (Nationals Case Competition Club) and FINSA (Finance Student Association)

Accomplishments

- Beedie School of Business Minor: Marketing and International Business Strategy
- Concentration in Design and Development for Web & Mobile and Designing Interactions
- Case Competition **100% Finalist Rate**: RedBull 2024 Basement **Finalist** | ASCEND Championing Change **1st Place** | HRSA Envision **2nd Place** | PIVOT SAP **2nd Place** | PEAK '25 **Finalist**
- Harvard University, Policy for the People Society Global 2021 Researchathon **Top 4 Finalist**, Healthcare Category
- ACE 2025 and 2026 Nationals Delegate Competitor in Marketing Management and Fashion & Retail Management
- Vice President of Design at ACE (Nationals Case Competition Club) and FINSA (Finance Student Association)

Professional Experience

Technology on Prototyping Ultimate Design Intern

Kaoshiung, Taiwan, May 2024 to Aug 2024

- Redesigned company website and refreshed brand identity to improve UX across web and mobile; simplified navigation and streamlined UI to increase engagement and reduce friction.
- Collaborated with engineers to produce high-impact project showcases. Directing photography, image design, and animations to elevate visibility of technical work for clients and investors.
- Improved on-site SEO through targeted content and metadata optimizations, boosting organic discoverability and expanding the client and investor pipeline.
- Conducted market, product, mechanical, and design research with university engineers to evaluate elderly home-care product concepts and inform product strategy.
- Prepared product analyses and functional posters for Good Design 2024 final showcase in Japan, strengthening product storytelling and presentation.
- Photographed factory processes, client meetings, and engineering activities to support employer branding, recruitment, and stakeholder transparency.
- Tools: Adobe Creative Suite, WIX, SolidWorks, PowerPoint.

Aunt Leah's

Coquitlam, British Columbia, Dec 2025 to Dec 2025

Rebrand Designer - Contract Work

- Aligned internal and external communications with new brand guidelines; edited copy and visual layouts to improve consistency, clarity, and professional presentation across materials.
- Managed confidential design updates for hiring materials, employee handbooks, presentations, and contract templates, ensuring secure handling and compliance with organizational policies.
- Produced cohesive visual assets and established template standards using Photoshop, Illustrator, Word, Acrobat, and PowerPoint to streamline future updates and maintain brand integrity.
- Delivered polished, on-brand deliverables to support the re-brand rollout and stakeholder adoption.