

# David Ko

## UX DESIGNER

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## PROFILE

After 13 years as a web and graphic designer focusing on business marketing & communication, I am excited to transition into the tech industry as an UX Designer.

My academic background in Interaction Design fostered a user-centered approach to client engagement, collaboration, and problem solving. Combined with my analytical thinking and attention to detail, I uncover opportunities for design intervention to create the right digital solution with precision, depth, and empathy.

## SKILLS

Figma, Adobe Creative Suite, WordPress, Drupal, User Research, User Interview, User Personas, Empathy Mapping, Experience Mapping, Information Architecture, Task Flows, User Flows, Sketching, Wireframing, Prototyping, User Testing, Usability Heuristics Review, Visual Design, Interaction Design, Agile Development, Design Sprint, Illustration, Graphic Design, Communication Design, Motion Design & Animation, Visual Branding, Print Design & Production

## EXPERIENCE

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### Principal Designer | David Ko Design

AUG 2010 – CURRENT, VANCOUVER, BC

- Contributed to Vancouver Economic Commissions' 2020 rebranding with new logo reveal animations for their digital marketing strategy.
- Enhanced music academy Life Musique's online presence from 2018 through 2022 by designing their visual brand and company website.

### Web & Graphic Designer | Ipsos, North America

JUN 2012 – OCT 2019, VANCOUVER, BC

- Established collaborative partnerships with internal clients across 38 departments through consistent delivery of 450+ projects annually, resulting in successful marketing campaigns and enhancing the in-house design team's reputation within the company.
- Supported the growth of in-house publication *What The Future* to 13,000 subscribers by designing high-quality branding assets, editorial artwork, infographics, and digital marketing materials.
- Contributed to the success of the company's 1-year intranet platform migration plan in 2016 by redesigning the intranet to improve the front-end experience for 1,000+ internal users.

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JUN 2023 – SEP 2023, VANCOUVER, BC

### BrainStation | Certificate, UX Design

### BrainStation | Certificate, UI Design

SEP 2021 – NOV 2021, VANCOUVER, BC

### Simon Fraser University | Bachelors of Arts, Interactive Arts & Technology, Dual Concentration in Design and Media Arts

2005 – 2010, VANCOUVER, BC

## PROJECTS

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### Design Lead | QuickMove

AUG 2023, BRAINSTATION

- Led the inception, development, and execution of moving Android app concept QuickMove, a digital solution to help Canadian household find reliable movers and successfully relocate within Canada

### Prototyper, Designer | Lush Industry Challenge

AUG 2023, BRAINSTATION

- Collaborated in a 7-person team of designers, developers and data scientists in an 24-hour industry challenge with global cosmetic brand Lush, to craft an open-source innovative shopping experience that adheres to Lush's digital ethics principles