

Shan-Ya Hu

shanyahu2004@gmail.com | shanyasimagination.com | <https://www.linkedin.com/in/shan-ya-hu-7bb83128a/> | (250) 880-2752

EDUCATION

Simon Fraser University

Bachelor of Science, Interactive Arts and Technology

Vancouver, BC

Expected March 2028

- Design and Development for Web & Mobile, AI & Data Science for Human Centred Systems, Designing Interactions
- Beedie School of Business Minor

SKILLS

Technical Skills: Adobe Suites (AP, AI, AE, AD), Figma, SolidWorks, Vectorworks, Rhino / Grasshopper, Onshape, WIX, Photography, Keyframe Animation, Video Scripting, Digital Image Design, Layout Design, Typography, Product Design, UX/UI Design, Spatial Design, Debugging, Marketing Management, Problem Solving, Adaptability, Creativity.
Languages: HTML/CSS, Python, JavaScript, Java, Processing

EXPERIENCE

Design Coordinator and Delegate, ACE SFU - Vancouver, BC

October 2024 - Present

- Contributed in weekly design meeting and deliverables, enhancing club identity and branding for event and post designs.
- Accumulative marketing management research, elevating pitch quality with case studies.
- Marketing management and creative directive training for January 2025 ACE Nationals Case Competition.

Design Intern, Technology on Prototyping Ultimate - Kaoshiung, Taiwan

May 2024 - August 2024

- Executed a full re-design of company image and website, improving user experience with easy navigation through both mobile and web.
- Collaboration with individual engineers to maximize their projects digital showcase, using photography, digital image design, and animation consultation.
- Re-calibrated search engine optimization for optimal increase of publicity, increasing client and investor base.
- Researched with 5 National Pingtung University of Science & Technology student Engineers for market, product, mechanics, and design analysis for potential innovative healthcare products, targeting elderly home-care.
- Designed company's product analysis and functions poster to submit for Japan's Good Design 2024 competition, a comprehensive design evaluation and promotion mechanism, to increase sales, popularity, credibility, and reliability.
- Photographed documentation of relevant field work in factories, client meetings, evaluations, products, and an engineer's day-to-day life, to promote company employee lifestyle and work ethics for recruiting new employees and transparency.

PROJECTS

TOPU Re-Design | Adobe Photoshop, WIX

August 2024

- Built a new user friendly website that showcases brand identity, replacing the company's previous site. Using photography, layout design, digital image design, UX/UI, software engine optimization, and transitions to enhance client and investor experience.

MALA | Adobe Illustrator, Adobe InDesign, Adobe Photoshop

December 2023

- Re-branded the sustainable candle company, MALA, using soft pastel colour themes, graphic design, and re-imaging.
- Produced a final brand book including new concepts of logo, business card, letterhead, website, media posts, and posters for client.

STUDENT LEADERSHIP

Photography and Layout Quality Assurance Editor, Mount Douglas Yearbook

June 2020 - June 2023

- Presented monthly analytics, lessons, edits, and critiques, improving overall team's photography, layout, and design production quality.
- Coached **10+** beginner photographers techniques with hands-on-training throughout **20+** sports competitions.

Principle Violinist, First Violinist Section Leader, and Concert Master, Mount Douglas Strings Concert Orchestra

June 2020 - June 2023

- Managed a team of **12+** first violinists and coach quality sectionals for concert performances.
- Commanded as Concert Master over annual Victoria Orchestra Finale with **26+** orchestra groups, increasing community awareness and continuation of musical impact on childhood development. Raised **\$200,000+** to keep elementary school strings programs running for an additional year.

INTERESTS

Previous athlete in Chun-Wen Boxing Team (1st/2nd in Pingtung County Pinweight), Archery Enthusiast, and skilled multi-instrumentalist (Pianist, Violinist, Trombonist, Alto and Soprano Recorder)