

JeffreyQua

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about

I am a multi-disciplinary interaction designer with a background in **programming** and **design** focused on a user-centric design philosophy. I hold a degree in Computer Science and am currently pursuing a degree in Interactive Arts and Technology. I have been coding for 15 years and have a passion for creating interfaces that work both elegantly and effectively.

My belief is that the essential element of any design is communication. I aspire to create **meaningful connections** between people through my work. **Learning is living**. I am driven to go the extra mile in order to deliver the best possible results.

technical summary

Proficient xHTML/CSS, JavaScript, MySQL, PHP, Illustrator, Photoshop

Working knowledge InDesign, Dreamweaver, Flash, Final Cut Pro, Lightroom, Pro Tools, Solidworks, ActionScript, Java, C/C++, MS Office

Basic knowledge After Effects, Cinema 4D, Unix

design knowledge

Interface Design, Usability/Interaction Design, HCI, Prototyping, Graphic Design, Photography, Visual/Spatial Design, Videography, Web Design, Identity Design, 3D Modelling

work experience

Front-end Developer

Sentias Software/Rezgo

Development, Interface Design, Technical Writing

Apr 07-Nov 09

- **re-engineered front-end PHP parser** from scratch into a more efficient class-based function driven programming toolkit
- wrote public XML API implementation guide
- implemented a data management interface that unified the process for a travel reseller website to import data from multiple travel package providers using third-party APIs

Freelance

Development, Graphic/Web Design

- **collaborated with Flash designer** to develop **client-driven content management systems** using XML, PHP and MySQL to facilitate self-service data updates on Flash-based websites
- worked closely with clients to create websites, branding, and identity design

education

Simon Fraser University, School of Interactive Technology 2010-2014
In Progress, B.A. **Interactive Arts & Technology**, Design Concentration

University of British Columbia 2001-2006
Graduated 2006, B.Sc. **Computer Science**

school projects

see full portfolio at www.jeffreyqua.com

Spatial Design
2011

Sarphatistraat: Architectural Study

Photography, Modelling, Graphic Design, Texturing

Context A 4-week architectural study with team of 6, focused on modelling of an existing building, the Het Oosten Sarphatistraat office pavilion in Amsterdam by architect Steven Holl.

Process Researched the building's concept and structure in order to create physical and digital models. Analyzed the architect's approach to understand the conceptual theories leading to the shape and form of the building.

Result Developed a better understanding of the **modelling & prototyping** process through the creation of physical prototypes using cardboard, millboard, as well as the process of creating a rendered 3D model with proper texturing and lighting.

Intro to HCI
2005

VisionPro: Interface Re-design

Usability Research, Interface Design, Flash Programming

Context A 3-month project in a team of 3 to re-design the Honeywell VisionPro

Process Used Nielsen's usability heuristics to perform **usability studies** in evaluating the existing interface. Paper prototypes and wireframe sketches to perform initial testing before developing a Flash prototype. Re-evaluated Flash prototype with further user studies to determine effectiveness of re-design

Result Final prototype was successful in solving usability issues present in the existing interface. Developed understanding of the usability analysis process.

fun

If I'm not coding, designing, or reading on books about a variety of topics, I'm probably travelling, taking photos of my adventures, attending design conferences, eating new food (and blogging about it), or learning how to cook.