



ALAN CHOW

UX/UI Designer | hello@alanchow.ca | www.alanchow.ca

Professional Summary

UX/UI Designer with 15+ years of experience bridging user-centered design, front-end development, and visual communication. Formally trained through General Assembly's UX/UI Design Immersive, bringing a systems-thinking approach to research, prototyping, and iterative testing. Experienced in simplifying complex workflows and aligning design systems with accessibility and product goals across enterprise and public-facing projects.

Selected UX Projects

YMCA Life-Skills Portal (UX Research & Prototype)

Designed a platform to teach essential life skills to young adults aged 18–24.

- Conducted user interviews, affinity mapping, and persona creation to surface behavioral insights.
- Designed navigation logic and mid-to-high-fidelity prototypes emphasizing clarity and self-motivation.
- Validated usability through moderated Maze testing and peer review.

Sword & Board Toronto E-commerce Redesign (Information Architecture & UI Design)

Redefined the online experience for a tabletop gaming store.

- Performed feature inventory and competitive analysis across five retail sites.
- Reorganized product taxonomy and filters to streamline discovery.
- Delivered responsive Figma mockups and annotated UI documentation.

Downland Farm Succession Platform (UX Research & Design System)

Created a concept platform connecting aspiring and retiring farmers.

- Produced user personas, journey maps, and a feature matrix to guide MVP scope.
- Designed scalable component library ensuring consistency across views.
- Proposed knowledge-transfer features enabling mentorship between generations.

Professional Experience

UI Developer (Contract)

TD Bank, Toronto ON

Jul 2025 – Present

- Designed and prototyped an internal React-based application for managing sensitive financial data.
- Conducted user flow analysis and mapped multi-role editing scenarios to reduce cognitive friction.
- Ensured WCAG-aligned accessibility and design-system consistency across iterative releases.
- Collaborated cross-functionally in Agile sprints to support DevSecOps workflows.

Senior Front-End Developer

Accolite Digital, Toronto ON

Jun 2021 – Apr 2024

- Partnered with UX teams to translate enterprise-level design concepts into modular, reusable components.
- Supported iterative UI testing and contributed to internal design system documentation.
- Advocated for inclusive, performance-driven design standards across multi-team environments.

(cont.)



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Professional Experience (cont.)

Senior Front-End Developer Freedom Mobile, Toronto ON Sep 2017 – Jun 2021

- Delivered customer-facing web tools for onboarding, billing, and account management.
- Collaborated with UX and product teams to prototype, test, and refine mobile-first workflows.
- Guided modernization of legacy UI toward scalable component frameworks.

Contract Designer & Developer Various Clients, Vancouver, BC 2016 – 2018

- **Yellow Pages:** Optimized internal development plugins; improved user task efficiency and visual clarity.
- **Big Sisters of BC:** Designed and launched an accessible, mobile-first nonprofit website from research through build.

Graphic Designer Various Agencies, Toronto, ON 2002 – 2017

- Created brand systems and layouts emphasizing hierarchy and readability for clients in publishing, education, and hospitality.
- Built deep expertise in typography, color theory, and grid systems that inform modern UI design today.

Education

General Assembly – UX/UI Design Immersive Certificate, 2025

Formal UX training: research synthesis, prototyping, and usability testing.

Red Academy – Web Development Certificate, 2016

Front-end frameworks, responsive design, and developer collaboration.

York University / Sheridan College – Honours Bachelor of Design, 2003

Visual communication, typography, and design systems.

Skills

UX / Design

Journey Mapping · Wireframing · Information Architecture · Prototyping · Usability Testing · Accessibility (WCAG)

Tools

Figma · FigJam · Maze · Adobe CC · Jira · Confluence · Storybook

Foundation

Visual Design · Typography · Grid Systems · Responsive Layouts · Design Systems