Tiffany Faass
ux designer

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Experience

Junior Instructional Designer
UBC Faculty of Medicine, EdTech
May 2024 – Present

Designed and developed front-end for AI-powered virtual patient chatbot with dual-interface layouts, onboarding flows, and Tailwind-based responsive design. Achieved 25% improvement in module engagement through data-driven design optimization using xAPI analytics and iterative GitHub deployments.

Digital Media Coordinator
HD Mining Ltd.
Jan 2024 – Present

Built and launched corporate website with strategic information architecture, branded design systems, and advanced Wix customization for improved SEO and user engagement. Execute systematic newsletter campaigns through Adobe InDesign while monitoring analytics to optimize subscriber engagement and conversion rates.

User Experience Lead
PAIGET Inc.
Sep 2023 - May 2024

Redesigned AI-driven microlearning platform from concept to launch, implementing comprehensive design system with accessibility features and responsive layouts using Figma, Adobe XD, HTML/CSS. Delivered "Edit Mode" and marketplace features that reduced course creation complexity by 95%, enabling educators worldwide to build and share content more efficiently.

Project Coordinator
UBC HR, Onboarding & Orientations
Jan 2023 - Sep 2023

Created virtual onboarding course and comprehensive employee handbook using Canvas and Adobe InDesign, resulting in 20% improvement in new employee engagement metrics. Designed and facilitated five professional development programs for staff and managers, developing training toolkits through Articulate Storyline.

Junior Healthcare Document Analyst
Policy Reporter
Sep 2021 - Apr 2022

Redesigned information architecture for healthcare database system, improving data accessibility and user workflows through systematic optimization and structured content organization. Transformed complex medical documentation into user-friendly formats by applying information design principles, enhancing stakeholder comprehension and reducing cognitive load.

Education

University of British Columbia
May 2023

Bachelor of Arts
Psychology (distinction), Asian Studies, Arts Co-op Program

Google
Nov 2023

UX Design Certificate

Codecademy
Expected Dec 2025

Full Stack Engineer

Skills

Graphic Design
Photoshop, Illustrator, In-Design, Final Cut Pro, Procreate

Technical Languages & Systems
CSS, HTML5, JavaScript, GitHub

Wireframe & Prototyping
Adobe XD, Figma, Accessibility Design

Instructional Design
Canvas, Articulate, Adobe Captivate, Learning (xAPI) Analytics

User Research
User Interviews, Usability Testing, A/B Testing, Journey Mapping