

# David Baik.

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## Key Skills

UX Design  
Graphic Design  
Web Design  
UI Design  
Interaction Design  
User research  
Content Strategy  
Copywriting  
Wireframing  
Prototyping  
Brand Strategy  
Cinematography  
Photography  
Video & Photo editing

## Tools

Figma  
HTML + CSS  
JavaScript  
InDesign  
Photoshop  
Illustrator  
Lightroom  
Premiere Pro  
After Effects  
Adobe XD  
Webflow  
Final Cut Pro X

## Education

Simon Fraser University  
Sept 2017 - present

BSc in Interactive Arts & Tech;  
studying UX Design;  
expected grad 2024 Spring

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# UX Experience

## Ventura Future Promotion, Fall 2020 (academic)

■ *Content Strategy, Art Direction, Prototyping*

Facilitated a team of 4 designers to investigate, design, and prototype a microsite to spark prospective exhibitors to register for the 2020 Ventura Future exhibition. Responsible for the content strategy, art direction, and prototyping of this project. Designed UI with Figma and created walk-through prototype with After Effects and Premiere Pro.

## Dipp'd Ecommerce, Spring 2021 (academic)

■ *Content Strategy, Copywriting, Art Direction, Web Design*

Designed and developed an e-commerce website to help scale business and reach larger audiences through an online platform. Involved in the branding and user experience of the website through copywriting, art direction, and content strategy. Designed UI using Figma and created assets for web with Photoshop and Premiere Pro. Developed using HTML, CSS, and JavaScript.

## JR Basketball Web Design, Mar - Jun 2021 (freelance)

■ *Web Design, Cinematography*

Created an e-commerce payment solution for JR Basketball to obtain, retain, and manage its students. Designed UI using Figma and developed frontend in Webflow. Filmed and edited branding video using Premiere Pro.

# Video Experience

## Camellia Music Video, Oct - Nov 2020 (freelance)

■ *Cinematography*

Generated 750K+ views for a song by the artist 'slchld' through operating as the 1st AC and focus puller during the production of the music video.

## MéLANT Video Campaign, Nov 2020 (freelance)

■ *Cinematography*

Produced a set of 3 videos for the campaign of jewelry brand MéLANT's launch of the Fall/Winter 2020 collection to promote traffic and sales. Filmed and edited in Premiere Pro.