

MARSHA CHAN

315-1881 McNicoll Ave.
Scarborough, ON, Canada
M1V 5M2

SKILLS SUMMARY

- Proficient working knowledge of MS Office applications, Adobe Photoshop and Adobe Illustrator, and functional understanding of Python, HTML, and CSS.
- Highly analytical and detail oriented with demonstrated talent for planning, organizing, problem solving, and streamlining complex concurrent projects.
- Marketing analysis and biostatistical evaluation using SPSS, STATA and MINITAB.

EMPLOYMENT HISTORY

Microsoft Foundry

Designer

May 2014 – Aug. 2014

- Defined and designed the application's UX, including map and flow, wireframes, transitions, visual identity, and art for Nova Bacon on Windows Phone 8.1, and an app on Xbox One.
- Streamlined communication of progress, sprint goals, and team needs to management.
- Coordinated with product teams and performed market research for app concepts for the Foundry Interns.

Microsoft Game Studios

Program Manager

May 2013 – Aug. 2013

- Delivered multiple iterations of wireframes and storyboards for two major tools adopted by Microsoft Studios.
- Designed iconography of the Common Tools and Services tools suite used by the Games Test Organization.
- Gathered requirements and developed scenarios and user stories in accordance to agile development methodologies and scenario focused engineering.

Canada Bread — Maple Leaf Foods

Sensory Technician

Sept. 2012 – Dec. 2012

- Organised and conducted internal product and concept evaluations.
- Analysed and interpreted quantitative and qualitative data using MINITAB, and completed sensory reports for Marketing.

Elenchus Research Associates

Research Analyst

Jan. 2012 – Apr. 2012

- Researched and prepared for the daily e-mail for the Canadian Energy Regulation Information Service.
- Designed CV templates and Prezi presentations and presentation material for the Municipal Electric Association Reciprocal Insurance Exchange regulatory course.

VOLUNTEER EXPERIENCE

University of Waterloo Campus Response Team

Primary Responder

Sept. 2011 – Apr. 2015

- Provide first aid and promote safety at a wide variety of campus events while working in teams or partners, as a unit of St. John Ambulance.

Director of Scheduling

Jan. 2015 – Apr. 2015

- Coordinate with event organizers to schedule shifts for all members, and track volunteer hours.

Director of Inventory

Jan. 2014 – Apr. 2014

- Manage, restock and reorder First Aid supplies and organize responders' on-shift packs.

University of Waterloo Fusion Conference Executive Team

Public Relations Coordinator

Sept. 2012 – Mar. 2013

- Approached various companies for sponsorship opportunities; raised over \$18,250 as a team.
- Coordinated with executive team to organize conference logistics and management details.
- Designed conference website and marketing material.

University of Waterloo Science Orientation

Orientation Leader

Sept. 2011, Sept. 2012

- Led and inspired first-year students with campus events and faculty activities in partnership with Coordinators and Federation Orientation Committee members.

EDUCATION

Aug. 2015 – Present

Candidate for Masters of Digital Experience Innovation, University of Waterloo, Waterloo, ON

Sept. 2010 – June 2015

Bachelor of Science, Honours Biotechnology and Economics, University of Waterloo, Waterloo, ON

Oct. 2012 – Oct. 2013

Adobe Photoshop Online Certification Program, Photo Art Studio, Institute of Technology and Advanced Learning, Toronto, ON

Awards and Achievements

Fall 2015

Sharon & David Johnston Graduate Award, University of Waterloo

Fall, 2014, Fall 2013, Spring 2012,

Dean's List, University of Waterloo

Fall 2011, Winter 2011, Fall 2010

Sept. 2014, Sept. 2013, Sept.

Queen Elizabeth II Aiming for the Top Scholarship, Ontario Student Assistance Program

2012, Sept. 2011, Sept. 2010

Aug. 2013

Best Software, Microsoft Intern AppHack

REFERENCES

- Available on request