



Boi San (Sandy) Ly

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Skills

Software

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects)
- Figma
- Microsoft Office Suite (Word, Excel, and PowerPoint)
- AutoCAD

Programming

- HTML / CSS / Javascript
- React / React Native / NextJS / Expo
- Vercel, GitHub, VSCode
- Wordpress

Website Analytics & Optimization

- Google Analytics
- Google Tag Management

Project Management

- Agile / Trello

Personal Skills

- Bilingual: Fluent in English and Vietnamese
- Team Collaboration

Volunteer Experience

EAL/ESL Classroom Assistant

High School Volunteer | 2021

- Provided language support to 8 new students learning English as an additional language, helping them adjust to life in Canada.
- Assisted students with speaking practice, building their confidence in conversational English.
- Guided them through homework assignments to improve understanding and academic performance.
- Created a welcoming and supportive environment to help ease their transition into a new school system and culture.

Introduction

Sandy is a motivated digital designer passionate about crafting user-friendly and visually engaging designs. Continuously expanding expertise in front-end development and UX/UI to create impactful and meaningful digital experiences.

Projects

UX/UI Designer, Front-end developer & Researcher

Aether

September 2024 - December 2024

- Created the app's style guide and initial logo concepts, focusing on a form-filling solution for caregivers.
- Designed and developed low-fidelity wireframes and the first iteration of high-fidelity wireframes.
- Designed and built the app's landing page to highlight features and usability.
- Coded key components of the app, including the user interface, to ensure a seamless and intuitive experience.

UX/UI Designer, Front-end developer & Researcher

Clotho

February 2024 - May 2024

- Designed and developed branding for Clotho, a closet organization app that helps users easily manage and mix & match outfits.
- Created the app's low-fidelity wireframe and advanced it to mid-fidelity and high-fidelity versions.
- Developed the app using React and JavaScript, implementing core features for seamless functionality.
- Conducted usability and accessibility testing, leading to a 30% improvement in the overall user experience.
- Performed audience research to identify and define the app's target users, ensuring the app meets their needs effectively.

UX/UI Designer & Researcher

CrafterConnect

February 2024 - May 2024

- Designed the branding style guide and logo for CrafterConnect, a collaborative DIY app for shared creative projects.
- Conducted competitor research and user surveys to inform design decisions.
- Designed low-fidelity, mid-fidelity, and high-fidelity wireframes for the app interface.
- Created a promotional video using After Effects to

Certificates

D3/FSWD 2024 Annual Student Design and Technology Showcase

December 2024

- Recognized for developing Aether, an AI-powered form-filling app designed for caregivers.
- Simplified, clarified, and summarized complex forms using OpenAI technology to enhance accessibility and ease of use.

[Google Tags Manager Certificate](#)

September 2024

- Completed training on implementing and managing Google Tag Manager for website and app analytics. Gained skills in tag configuration, event tracking, and data-driven insights to optimize digital marketing strategies.

[STUKENT Marketing Simulation Internship Certificate](#)

November 2023

- Participated in a hands-on marketing simulation internship, developing practical skills in digital advertising, campaign management, and analytics. Applied strategic thinking to optimize ad performance, budget allocation, and audience targeting in a real-world marketing environment.

Special Interests

Digital Art

- Enjoy creating digital artworks in anime styles using apps like Procreate.

DIY

- Passionate about crafting handmade items using materials such as washi tapes, printed paper, and more.

Education

Diploma in Digital Design and Development

British Columbia Institute of Technology
September 2023 – Present

- Gaining comprehensive training in digital design, focusing on UX/UI, front-end development, branding, and interactive media.
- Developing expertise in creating visually engaging and user-centered designs across various digital platforms

Diploma in Architectural and Building technology

British Columbia Institute of Technology
September 2021 – May 2022 (Incomplete)

- Acquired foundational knowledge in architecture and building technology, including design principles, construction methods, and technical drafting.

