

RACHEL TEO

product manager + designer

CONTACT ME

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EDUCATION

Centre for Digital Media
UBC / SFU / ECU / BCIT
MASTERS OF DIGITAL MEDIA
Class of 2013

University of British Columbia
BACHELOR OF SCIENCE
Cognitive Systems –
Computational Intelligence
and Design stream
Class of 2011

SKILLS



Photoshop / Illustrator
Balsamiq / Pen+Paper
iPhoneography



CSS3 / HTML5 / ReactJS
Omnigraffle / Premiere / Flash
Drinking coffee

EMPLOYMENT

- Mar 2015 Present **Casting Workbook – Product Manager**
Product owner of two cutting edge services for the entertainment industry. Working closely with dev team to produce a polished product.
- Sept 2014 Mar 2015 **PerfectMIND – UX Designer**
Produced iterative designs for business management software based on requirements delivered by the PerfectMIND product management team.
- June 2014 Aug 2014 **PlayyOn Inc. – UX/UI Designer + Graphic Designer**
Envisioned, designed, and brought to life an amateur sports team platform. Created iterative wireframes and graphical assets for a responsive mobile-first social network.
- Mar 2014 May 2014 **Mobio INsider – UX/UI Designer**
Executed a full user experience analysis and compiled a priority-weighted hitlist of usability issues.
Designed and refined features for a social media network.
Conceptualised a fully responsive mobile-first redesign.
- Aug 2013 Mar 2014 **Vidigami – UX Designer**
Created, presented, and iterated on schematic designs for an online photo-sharing social network.
Pitched and designed an iOS app.
Explored gamification options beyond basic badges and achievements.
- Sept 2012 Aug 2013 **Gravatron – Co-Founder and Game Designer**
Conceptualised and implemented game elements for an extreme sports augmented reality app.
Explored monetisation tactics leveraging extreme sports facilities and fans.
- May 2012 Aug 2012 **Mozilla – Concept Designer**
Rapidly prototyped and tested a generalisable storytelling template-based approach to interactive webmaking.
Implemented interactive prototypes using HTML5, CSS3, and JavaScript.
Mentored by David Ascher, Mozilla's VP Product.
- Jan 2012 Apr 2012 **Roadhouse Interactive + Bingo.com – Project Manager**
Project managed proof of concept Bingo 75 casual game with new social game mechanics.
Designed layout proposals and logo and created art assets for final deliverable.

PROJECTS

- Jan 2012 Dec 2012 **Pacman SuperEgo+ – Game Designer + Developer**
Devised and designed innovative digital-analogue hybrid of the classic arcade game.
Programmed and implemented Pacman AI using JavaScript in 4 hours.
Built, installed, and play-tested full-size game at the Centre for Digital Media.
- Dec 2011 Feb 2012 **Darkroom + Fragments – Developer + Designer**
Built an interactive storytelling platform using HTML5 and JavaScript.
Conceptualised and built art installation with a tangible interface.