David Theophine

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Profile

I find joy in design that makes life easier and more enjoyable and believe that good design is a necessity that defines any product. With my skills, experience, and ever growing curiosity, I strive to make a difference through design.

Education

University of British Columbia, Vancouver: *BSc Cognitive Science, Cognition and Brain*

Notable Coursework: Information System Design, Software Design, Object Oriented Programming, Data Science, Discrete Math Symbolic Logic, Psychology, Cognitive Processes

Online Certification: Introduction to User Experience Design (Georgia Institute of technology)

Design Projects and Awards

First Place Winner, UXathon UBC (Sponsored by TD Bank)   *January 2025*
Ideation, UX Research & Design, Pitching,
- Ideated, created low and mid-fi wireframes and created a pitch deck that led my team to win a **24hr design competition** with **72 competitors** and judges from TD Bank.

Best Design Award, UXOpen at BizTech UBC   *November 2024*
Ideation, UX Research & Design, Pitching, Project Management
- Ideated, conducted user research through user interviews and survey, created mid-fi wireframes and led my team to win a **24hr design competition** with **70 competitors**.

Experience

Computer Operations, UBC Film Society   *Oct 2023 - Present*
- Redesigned the club website, enhancing user experience and **boosting online membership purchases by 425%**, leading to an **revenue increase of $1500** in a single university term through improved conversion rates.
- Defined a brand identity and created a new logo for the website resulting in more inspired visitors and a **jump newsletter subscriptions by 133%**
- Created new designs for club merchandise to be printed on tote bags and Tshirts in alignment with the defined brand

UX / UI Designer, TEDx UBC   *Dec 2024 - Present*
- Designed and developed a reusable website for the 2025 TEDx event at UBC, **ensuring scalability** for future editions.
- Established a cohesive visual identity by creating mood boards, wireframes, and high-fidelity mockups for team presentations.
- Collaborated closely with developers to align designs with technical feasibility and project timelines.

Freelance Web Designer, Self-employed   *May 2024 - August 2024*
- Designed and developed a custom website for a Vancouver-based small business, integrating key features like shopping cart which **enhanced business scalability and boosted revenue** by improving customer outreach.
- Delivered a user-friendly and visually appealing interface tailored to the brand's identity, ensuring an engaging customer experience.

Skills

Software: Figma, FigJam, Adobe Illustrator, Adobe Photoshop, Sketch, Wix, Framer, Joomla, Wordpress, Git,

Design principles and guidelines: Laws of UX, Apple Human Interface Guidelines, Google M3

Languages: HTML, CSS, JavaScript, Java, Python, R, MySQL