

# David Theophine

Product designer from Vancouver - open to relocation

## Experiences

### **TEDx UBC, Lead UX/UI Designer**

Volunteer position | Jan 2025 - present

- Designed a reusable website for the 2025 TEDx UBC conference that increased ticket sales by **40%**.
- Reduced design iteration time and ensured consistent future deployment by creating a robust design system encompassing typography, colour palette, and UI components
- Designed holistic visual identity for TEDx UBC, synthesizing research-driven mood boards into meticulously crafted wireframes and high-fidelity interactive prototypes that communicated the event's innovative spirit

### **UBC Film Society, Computer Operations and Design**

Volunteer position | Oct 2023 - present

- Redesigned the club website boosting online membership purchase by **425%** and leading to a revenue increase on **\$1500** in a single term post launch.
- 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.

### **Tharro Ltd, UX/UI Designer**

Freelance | May 2024 - Aug 2024




- Redesigned digital infrastructure for a Vancouver small business, crafting a fully responsive website that streamlined customer acquisition and created new digital revenue streams.
- Bridged client vision and design execution by developing comprehensive design concepts that captured brand essence through collaborative research, mood boarding, and user-centered prototyping.

### **UBC Co-op, UX/UI Design**

Personal project | February 2025

- Conducted comprehensive heuristic evaluation of UBC Co-op Student Dashboard, identifying and addressing critical usability challenges across Nielsen's 10 Usability Heuristics, with projected improvements in user efficiency by **40%** and error reduction by **55%**.
- Reimagined the information architecture through strategic user experience mapping, developing iterative low- and high-fidelity wireframes that streamlined complex navigation pathways, projected to increase feature discoverability by 65% and reduce cognitive load by **50%**.

## Contact

 davidtheophine.com  
 davidtheophine@gmail.com  
 778-917-3497

## Awards

**Best Design Award @ UXOpen UBC**

**1st place @ UXathon UBC**

**UXL's choice finalist @ UX Laurier**

## Skills

Visual Design  
Interface Design  
Interaction Design  
Prototyping  
Wireframing  
Product Thinking  
User Research

Figma  
Adobe Creative Suite  
Framer  
Sketch  
Wordpress  
Joomla!  
Git  
HTML/CSS  
Python  
JavaScript

## Education

### **University of British Columbia**

BSc Cognitive Science (Cognition and Brain)

Expected graduation: May 2027

## Other experience

### **Barista @ JJ Bean**

February 2025

Provided exceptional customer service and ensured a joyful experience to 250-300 patrons per shift across 9 locations in Vancouver.