

Angela Shen

angelashen.ca@hotmail.com | (672) 515-5021 | Coquitlam, B.C | [Portfolio link](#)

WORK EXPERIENCE

Vancouver Aboriginal Child and Family Services Society

Sept. 2022 – Present

Communications and Recruitment Specialist, UX Designer | July, 2025 — Present

Vancouver, B.C

- Spearheaded strategic initiatives aligned with organizational policy, resulting in optimized and more efficient recruitment solutions.
- Achieved a **331% increase** in web traffic by launching high-impact campaigns and overseeing UX improvements over two years, generating **3M impressions** and **80,000 landing page views** within a single year.
- Directed end-to-end creative and media strategy for recruitment, managing all design assets and multi-channel execution across Meta and Google Ads.
- Provided data-driven insights to leadership on advertising performance and conversion trends, directly influencing shifts in applicant traffic.

Communications and Public Relations Assistant | Sept, 2023

Vancouver, B.C

- Produced annual reports and designed visual assets, including event banners, community greeting cards, and a complete re-brand of New Employee Orientation slides and announcements.
- Coordinated agency events for **200+ attendees** over two years; managed end-to-end logistics including invitations, on-site photography, and reporting.
- Trained Co-op students for project hand-offs and coordinated supervisor transitions to meet program and leadership requirements.
- Maintained the primary website and managed social media accounts, scheduling posts based on engagement data and event sponsorships.

StudioIAT

July 2025 – Dec 2025

Motion Director | Technician

Surrey, B.C

- Directed 12 high-fidelity motion capture shoots, overseeing set direction and approval of takes to ensure data integrity for animation production.
- Executed post-capture data cleanup, refining raw motion data for seamless integration into animation pipelines.

Luv the Grub / Hey Girl

July 2022 – Sept 2022

UX designer, Graphics Artist, Illustrator

Surrey, B.C

- Led the design of new packaging, labeling, and a product microsite, utilizing product testing to ensure an optimal user experience.
- Created custom brand mascots to drive engagement across infographics, posters, and social media.

EDUCATION

Simon Fraser University

Graduation April 2026

Bachelor of Arts, Joint Major Interactive arts & tech - Creative media and Communications

Burnaby, B.C

- GPA: 3.4/4.0 ; Leadership: Director of Volunteering (CPRS Vancouver); Representative (Dean's Advisory Council); Member (BC Youth Council); Executive (SFU Surge & SFU Artist Club).
- Awards: North America Chinese Brush Painting Competition: Silver (2024), Bronze (2025)
- SFU Opportunity Fest: 2nd Place – Environmental Initiative (2022)
- VCFF: Short Film Nomination – *What the Eyes See* (2025)

SKILLS & INTERESTS

Technologies: Adobe Creative Cloud, Meta Ad Suite, Maya, Google Analytics, HTML, CSS, JavaScript.

- **Skills:** Strategic Planning; Brand Marketing; Copywriting; Graphic Design; UX Design; Illustration
- **Interests:** Watercolor and Acrylic Painting, Skating, Cooking, Contemporary Dance, Instagram: Lollypuddn