Frentzen Taslim

Product Designer

Vancouver (Open to relocation)
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236-863-8122
Portfolio | LinkedIn

Product Designer who codes in React and React Native. Designed clear interfaces for satellite information and built a gamified, AI-assisted student resilience app. Uses usability testing and A/B testing to improve navigation and onboarding. Turns ideas into functional prototypes that are feasible to build.

Skills

Design
UX/UI Design, Interaction Design, User Flows, Wireframing, Prototyping, Information Architecture, Design Systems, Responsive Design, Accessibility

Research
User Research, Usability Testing, A/B Testing, Surveys, Competitive Analysis, Feedback Analysis

Development
HTML, CSS, JavaScript, React, React Native, API Integration

Tools
Figma, ProtoPie, GitHub, Claude, ChatGPT, Gemini

Education

Bachelor of Science, Interactive Arts and Technology
Simon Fraser University

Certifications

Claude 101 & Claude Code 101
Anthropic

Languages

English (Fluent), French (Basic)

Experience

UX/UI Designer
ALEASAT · Satellite Website | Jun 2024 – Dec 2025 · Vancouver, BC

- Collaborated with 3 designers and 2 developers to design 20+ responsive interfaces in Figma, making satellite information easier to understand.
- Conducted A/B testing with 10 students and found that users interacted with the button about 50% faster than the in-text link.
- Redesigned an overwhelming homepage with a clear value proposition, helping students quickly understand ALEASAT's purpose.
- Established a design system with consistent typography and colors, ensuring text met WCAG's minimum 4.5:1 contrast ratio for readability.
- Redesigned an orbit-style sponsor layout into a responsive grid, simplifying implementation as more sponsors were added.

Projects

Mobile App Designer & Developer
PhoenixRise · Resilience App | Sep 2025 – Dec 2025 · Surrey, BC

- Researched, designed, and developed a React Native app to help students practice effective responses to academic challenges.
- Conducted usability testing with 3 students and replaced confusing fantasy onboarding with a student scenario to clarify the app's purpose.
- Integrated OpenAI for personalized feedback and refined evaluation criteria after testing showed it marked some effective answers as incorrect.
- Designed a milestone-based reward system to encourage progress without pressuring students to maintain daily streaks.

Web Designer & Developer
TrailTracker · Trail Exploration App | Mar 2026 – Apr 2026 · Surrey, BC

- Designed and developed a React web app that helps hikers discover and explore trails.
- Created user flows and information architecture to navigate between trail listings, posts, and user profiles.
- Built reusable React components to maintain visual consistency.