

# Jerry On

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Digital merchandising and e-commerce professional with experience supporting product presentation, customer journeys, and omnichannel retail operations for a premium performance brand. Strong foundation in product storytelling, technical feature education, and brand standards, supported by a background in Digital Design & Development and working knowledge of UX principles, content hierarchy, and conversion-aware merchandising across Shopify- and WooCommerce-based environments.

## WORK EXPERIENCE

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Arc'teryx

### Product Guide (Contract, Part-Time, On-Site)

Sep. 2025 – Present

- Deliver in-depth product education on technical apparel and equipment, translating features, materials, and performance benefits into customer-relevant value.

### Guest Service Representative (Contract, Full-Time, On-Site)

Oct. 2024 – Mar 2025

- Supported e-commerce customers across phone, email, and live chat throughout the purchase and post-purchase journey.
- Used Salesforce, Magento, and ReverseLogix to manage orders, returns, exchanges, and account-related issues with high attention to data accuracy.

Raglan's Bistro

Jun. 2024 – Nov. 2024

### Customer Engagement & Marketing Coordinator (Contract, Full-Time, On-Site)

- Raglan's Bistro is a surf-inspired restaurant in Vancouver offering comfort foods and Pacific Rim cuisine.
  - Executed digital content and merchandising initiatives, increasing online presence by 200% through SEO-informed content, social media, and campaign planning.
  - Collaborated with operations and front-of-house teams to surface customer insights and translate them into featured offerings and promotions.

MarkingHelper AI,

March 2024 – May 2024

### UX-focused Customer Tools Designer (Contract, Full-Time, Remote)

- MarkingHelper AI is an artificial intelligence software platform providing grading assistance tools for educators.
  - Supported accuracy and consistency of product content across digital touchpoints, including feature descriptions, interface copy, and visual assets, ensuring alignment with product standards and user expectations.
  - Identified user friction related to feature clarity, workflow comprehension, and navigation through analysis of customer feedback and support interactions, contributing insights to improve discoverability and usability.
  - Contributed to feature-level product storytelling by reinforcing content hierarchy, prioritization, and logical flow across the platform experience.
  - Applied UX and information architecture principles to structure scalable content hierarchies, improving consistency and clarity across feature surfaces.
  - Partnered with software developers and stakeholders to validate content updates and feature changes, ensuring product information remained accurate, current, and aligned with platform standards.

## ADDITIONAL EXPERIENCE

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Sport Chek, Footwear Associate (On-Site)

April 2018 – Jan 2020

## EDUCATION

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British Columbia Institute of Technology

Sep 2022 – May 2024

Digital Design and Development Diploma

- Completed coursework in UI/UX Design, Digital Merchandising, IT Law, Graphic Design, Marketing, and Full-Scope Digital Projects

## SKILLS & INTERESTS

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- **Skills:** Product Presentation · Content Hierarchy · Omnichannel Customer Journey · Customer Insight Analysis, Data Accuracy · Cross-Functional Collaboration · Problem Solving · Time Management