

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

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 (Contact, 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

Sport Chek, Footwear Associate (On-Site)

April 2018 – Jan 2020

EDUCATION

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

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