

## SUMMARY

I'm a UX Designer dedicated to crafting usable and accessible experiences for web, mobile and apps. Before concentrating on UX, I worked as a Content Specialist and Web Developer. This background informs my design practice.

## SKILLS

Figma	Web Accessibility	Prototyping
Adobe Photoshop	User Research	Copywriting
Maze	User Testing	Agile Methodologies
HTML, CSS & JavaScript	Wireframes	Content Management & Strategy

## EXPERIENCE

**UX/UI Designer** - EduShare, Toronto, ON, Canada *Apr. 2021–Present*

- Create site maps, user flows, wireframes and mock-ups for diverse projects.
- Engineered prototypes to support research and usability testing.
- Conducted research via surveys, user testing and competitive analysis.
- Evaluated user research to convert ideas and requirements into journey maps and user personas.
- Collaborated with the CEO and Marketing Consultant to develop website and landing page content.

**UX Designer** - Baby Barista, Thousand Oakes, CA, USA *Jun. 2021–Aug. 2021*

- Collaborated with a team of 4 to deliver a mobile app that met business and customer needs.
- Communicated with the CEO and Business Advisor to translate project requirements and business objectives into polished user interfaces.
- Conducted research by interviewing users, external customers and various stakeholders.
- Created site maps, user flows, wireframes and mock-ups for designs.
- Engineered prototypes to support research and usability testing.
- Tested prototype via Maze to assess the usability of the UI.
- Created and presented research, test results and digital products to stakeholders.

**UX/UI Designer** - DOMMMA, Vancouver, BC, Canada *May 2021–Jul. 2021*

- Created site maps, user flows, wireframes and mock-ups for the company's website and progressive web app.
- Conducted research by interviewing users, external customers and various stakeholders.
- Designed UIs within the front-end web framework React, consulting Material Design to shorten development times.
- Collaborated with a development team of 2 to integrate UI features.
- Rewrote and reorganized site content to better position services.

**Content Specialist** – Akimbo Art Promotions, Toronto, ON, Canada

*May 2019–Jan. 2020*

- Worked as Project Lead to develop "Beyond the Biennial", a suite of navigation tools to aid tourists visiting Toronto's 200+ visual art venues during the 2019 Toronto Biennial of Art.
- Created a content plan & strategy based on data analysis and marketing best practices.
- Posted daily on 3 social media sites for 30,000 followers.

**Content Specialist** – Mysteriously Yours, Toronto, ON, Canada

*Aug. 2015–Aug. 2020*

- Increased followers by 100% across 3 social media channels.
- Regularly analysed social media metrics and improved content strategy.
- Created or sourced all written copy and visuals used in social media content for a follower base of 5000.

**Web Designer & Developer** – Self-Employed, Toronto, ON, Canada

*Sep. 2008–Jul. 2012*

- Won an award for Excellence in Web Design from Heritage Toronto for the Biographical Dictionary of Architects in Canada 1800-1950 [Project Director & Editor - Robert G. Hill]
- Discussed website requirements with clients to produce actionable development plans within their budgets.
- Drafted customized layouts and wireframes based on predetermined parameters and expectations.
- Coded websites using HTML, CSS, JavaScript.
- Oversaw back-end development using Drupal.
- Provided training, user documentation and ongoing maintenance after launch.

**Content Manager** – Akimbo Art Promotions, Toronto, ON, Canada

*May 2007–May 2011*

- Collaborated with the Developer and Director on UX Improvements to CMS, resulting in an improved workflow.
- Improved customer experience by adding PayPal payment features to the website.
- Designed and wrote instructional documentation on content best practices for a clients.
- Formatted and published web pages, articles and e-mails with HTML and CSS for 100,000/Month unique web visitors and 10,000+ subscribers.
- Provided customer service via phone and email to 200+ client base.

## **EDUCATION & CERTIFICATES**

**UX Design Certificate, 2021**

York University School of Continuing Studies, Toronto, ON, Canada

**Computer Programming Applications Certificate, 2020**

Ryerson University – G. Raymond Chang School of Continuing Studies, Toronto, ON, Canada

**Introduction to Web Accessibility, 2020**

W3Cx @ Edx.org

**Google Analytics for Beginners, 2020**

Google Analytics Academy

**Bachelor of Fine Arts – Concentration Visual Arts - Printmaking, 2004**

OCAD University, Toronto, ON, Canada