

# CAROL TENA

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Marketing professional with 10+ years of experience and UX/UI Designer. Strengths in creativity, teamwork, and building projects from ideation to post-launch. I enjoy taking complex problems and turning them into opportunities through a simple and intelligent interface design. My professional expertise and skills in Marketing and Graphic Design coupled with UX/UI can provide valuable insights and add to any team. Languages: Portuguese (Native), English (Advanced) and Spanish (Basic).

## Education

### UX/UI Boot Camp | Certificate (2021 – 2022)

University of Toronto School of Continuing Studies, Ontario, Canada

### Media Techniques and Marketing Communications | Certificate (2018)

BCIT – British Columbia Institute of Technology, Vancouver, Canada

### Business Administration and Management | Postgraduate Diploma (2014)

Mackenzie Presbyterian University, Sao Paulo, Brazil

### Advertising and Marketing | Bachelor Diploma (2009)

Mackenzie Presbyterian University, Sao Paulo, Brazil

## Technical Skills

UX/UI Design, Graphic Design, Persona Creation, User Need Identification, Sketching, Storyboarding, Decision Flow Diagrams, User Experience Interviewing, UI Grids and Composition, Color Theory, Typography, Interaction Design and Iconography, Wireframes, Prototyping and Usability. Figma, Miro, Illustrator, InDesign and Photoshop. Basic knowledge of HTML, CSS, JavaScript and GitHub.

## Projects

### YMCA Saskatoon Website Redesign | [caroltena.myportfolio.com/ymca-saskatoon-project](https://caroltena.myportfolio.com/ymca-saskatoon-project)

The YMCA is a youth social organization that works to promote equity and boost the community's well-being. The project goal was to redesign an RWD website, improving the user experience through a clean design, intuitive navigation and purposeful information.

**Role:** UX/UI Designer

**Technologies Used:** User Research (Interviews + Surveys) & Analysis, Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing.

### Charity Moves App Design | [caroltena.myportfolio.com/charity-moves-project](https://caroltena.myportfolio.com/charity-moves-project)

Charity Miles is a fitness tracker app that empowers people to earn money for charity when they walk, run or bike. The project focused on redesigning the Charity Miles app and web page and adding a watch device.

**Role:** UX/UI Designer

**Technologies Used:** User Research (Interviews + Surveys) & Analysis, Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing.

## **Relevant Work Experience**

### **Marketing & Communications Assistant**

**May 2019 - Present**

#### **Hemmera | Burlington, ON, Canada**

- Managing, creating and updating the visuals for a range of communication tools, both for external and internal audiences that adhere to the Hemmera brand
- Developing marketing materials (brochures, flyers, postcards, business cards, banners) to support campaigns, proposals and clients across Canada
- Partnering with People and Performance on the development of employee branding materials
- Working with other business units to create/revise Hemmera's marketing collateral
- Coordinating corporate events, including organizing logistics, registrations, and shipping of materials

### **Graphic Designer / Production Assistant**

**Feb 2017 – May 2018**

#### **Northern Gifts | Vancouver, BC, Canada**

- Proposed layouts and designs for catalogues, flyers, and other printed materials
- Translated Sales needs and challenges into compelling designs
- Created a design proposal for new products development

### **Marketing Coordinator**

**May 2012 – Mar 2016**

#### **Cless Cosmetics | Sao Paulo, SP, Brazil**

- Reporting directly to company executives, drove key company initiatives around the new product development process
- Led the definition and management of product development lifecycle
- Managed relationships with providers, from evaluation until provider selection
- Structured internal and external communication with innovative ideas and proposals for all business levels
- Researched and monitored competitors, market trends, customers behaviour, and industry data