Colin LeBlanc

UI/UX Designer

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EXPERIENCE

Penfield.AI - UI/UX Design Intern

May 2022 - September 2022 | Toronto ON

- Implemented UX, accessibility, and usability improvements to Penfield.AI's analytics dashboard and pathfinder browser extension that reduced analysts' mean time to resolution by 25%
- Established Design @ Penfield, the company's in-house design system to improve their aesthetic and overall look and feel across platforms
- Collaborated, created, presented, and shipped new product features across their dashboard and browser extension
- Conducted workshops with key stakeholders to inform design decisions for products and Design @ Penfield
- Performed user research, user testing, and usability testing with stakeholders and end users to create data-driven and user-centric designs

CleanSlate UV - UX Design Intern

Jun 2021 - Aug 2021 | Toronto, ON

- Improved UX by centralizing UVC bulb buying process for users, reducing their time to find bulbs by 65%
- Researched and interviewed key stakeholders for both transit and hospitals settings for their upcoming Versa UVC Sanitizer model
- Collaborated with developers, designers, and team on mobile UI for their hybrid CleanCloud management app
- Created and presented user/data-driven stories to the team through user persona maps, stakeholder maps, and journey maps
- Streamlined device usage signage, increasing user adoption rates by 20%

Flourish Sales - UI/UX Design Intern

Dec 2020 - May 2021 | Moncton, NB

- Crafted website wireframes and prototypes for their local ecommerce marketplace for developer handoff
- Designed customer interaction touchpoints window decals, logo stands and slide decks to increase and push consistent user experience and brand development
- Launched a video pitching Flourish Sales to the University of New Brunswick that secured competition funding

SKILLS

UX Design, UI Design, Visual Design, Product Design, Design Thinking, Human Centered Design, Design Systems, Prototyping, Wireframing, Web Design, User Research, User Testing, Usability Testing, Branding, Collaboration, Presentation

TOOLS

Figma, Sketch, Adobe XD, Zeplin, Photoshop, Illustrator, Miro, Mockflow, Axure, Spline, LucidChart, HotJar, Webflow

CODE

HTML, CSS, JavaScript, React, Bootstrap, TailwindCSS

EDUCATION

OCAD University
Industrial Design (BDes)

Sept 2018 - Expected May 2023

CERTIFICATIONS

Modern Web Design

LinkedIn Learning - Oct 2021

Digital Skills: UX Design

Accenture - Dec 2021

TCPS 2: CORE

Government of Canada - Oct 2022