- **PHONE**   +1-368-997-4491
- **EMAIL**   jim.jacob01@gmail.com
- **LINKEDIN**   linkedin.com/in/jimatwork
- **LOCATION**   Calgary, Alberta, Canada

uxjim.ca

JIM JACOB
UX Designer with content writing and front-end web development capabilities

UX Designer with a sound understanding of user experience principles and tools. Adept at identifying and implementing simple but effective solutions to navigational issues. Has extensive experience in writing, editing, and creating page layouts.

About Me

Adept at leveraging skills acquired as a media professional in the field of UX/UI Design, be it for identifying and addressing user requirements, designing intuitive web products with Adobe XD and Figma, or improving online visibility through proper application of SEO techniques. Highlights:

- Produce deliverables spanning the five planes of user experience, including storyboards, user personas, wireframes, moodboards, and UI style guides.

- Design detailed wireframes as well as interactive models and prototypes for presentation before a large audience of varied stakeholders.

- Work in tandem with diverse departments to create feedback-optimized products using Agile methodology.

- Use HTML-CSS skills to create real-world websites. Projects developed so far include a church website and an online platform for a vinyl record store*.

- Create UX specifications for web-based applications, and stay up to date with the latest UI trends, techniques, and technologies.

- Conduct user research and usability testing, and utilize feedback to enhance user experience in projects undertaken.

EXPERTISE

Wireframing

Prototyping

UI Design

Content Writing

Storyboarding

UX Research

HTML-CSS

TECH SKILLS

Figma

Adobe XD

Adobe Photoshop

Balsamiq

Adobe InDesign

Work Experience

Was employed as a media professional in India until 2020, the year I moved to Canada. Utilized transferable skills to excel in diverse professions, from editing scientific journals for MDPI to investigating exception transactions as part of CIBC's back-end team, while completing my six-module course in UX Design.

Imaging Specialist (Hybrid) at **Access Corp,** Calgary, AB
August 2022—Present

Create digital records for prominent mining companies and law firms.
- Index, prep, and scan content provided by clients on a daily basis without compromising on print and image quality.
- Enhance productivity by researching—and improving on—software, hardware, and workflow processes.
- Provide logistical support as required, ferrying documents from client location to the imaging center, and vice versa.

English Editor at **MDPI Publishing,** Toronto, ON
December 2021—May 2022

Edited papers for the Switzerland-based publisher of science journals.
- Created clean and reader-friendly copies while retaining the author's voice and flow of thought.
- Performed background research on topics of discussion, highlighting factual and logical inaccuracies when required.

Business Support Officer at **CIBC,** Toronto, ON
January 2021—October 2021

Investigated exception transactions for the bank's visa debit department.
- Identified bottlenecks and adjusted entries to ledger accounts, providing feedback and suggesting improvements on existing TSYS algorithms to speed up processing.
- Processed over 260 exception transactions daily, using multiple banking programs simultaneously to ensure speed without compromising on accuracy.

Resume Writer at **Talent Inc,** Toronto, ON
July 2020—January 2021

Reworked client resumes to highlight skills and improve job prospects.
- Created market-appropriate resumes, enhancing format and rectifying discrepancies based on client interviews and feedback.
- Adhered to brand standards, adopting industry-specific keywords to ensure error-free documents calibrated for identification by application-tracking systems.

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LANGUAGES

English

Hindi

French (in training)

SOFT SKILLS

Communication

Teamwork

Time management

Critical thinking

Adaptability

Open to Criticism

Work Experience (Contd.)

Associate Editor at **NDTV Convergence,** New Delhi, India
September 2018—February 2020

Composed breaking stories, edited reports for the online news website.

- Created breaking stories under the MVP model, starting with small briefs and developing them into full-length reports with availability of fresh inputs, in high-pressure situations.
- Substantiated raw news reports with updates from credible sources while reviewing the text for discrepancies in grammar and factual accuracy.
- Wrote full-fledged stories optimized for the web in coordination with the reporting, photography, SEO, and graphic design departments.

Assistant Editor at **HT Media,** New Delhi, India
March 2015—September 2018

Oversaw the production of seven regional editions for the daily newspaper.

- Attended editorial meetings daily as a front page editor of regional editions, collaborating with various department heads to finalize page design and news placement.
- Edited and rewrote copies with specific focus on creating reader-friendly content, collated data for graphical elements, and ensured that the edition was put to bed before deadline.

Assistant Editor at **India Today Group,** Noida, India
April 2013—March 2015

Headed the editorial team of BT More, the media group's lifestyle magazine.

- Made presentations, organized photoshoots, and developed content strategies for promoting luxury brands in conjunction with the media group's marketing department.
- Created content, interviewed eminent personalities, edited articles, and designed magazine pages on Adobe InDesign in collaboration with the photography and graphics teams.

Chief Copy Editor at **HT Media,** New Delhi, India
March 2012—March 2013

Edited, rewrote copies, and designed pages as part of the national news desk.

- Created special pages and photo features for red-letter days such as the Union Budget-2013 and the grand opening of the London Summer Olympics.
- Mentored trainees and interns on the news desk, guiding them in matters related to editing, rewriting, establishing news hierarchy, and page design.

Interests/Related Experience

I may have formally embarked on my UX Design journey only recently, but there are many aspects of my past job and interests that have prepped me for the road ahead. A few are listed below:

- While in the media industry, designed newspaper pages on Adobe InDesign and Quark Express keeping ease of reading in mind.

- Implemented techniques such as the F-Shaped Pattern while ensuring strategic placement of images and blurbs in the text to provide relief.

- Edited fiction/non-fiction manuscripts for HarperCollins India, and academic texts for the Oxford University Press.

- Took up a Udemy course in WordPress development, then put my newly acquired skills to use by creating a website on SiteGround.

- Learnt the basics of HTML-CSS web development in tandem with my UX course, using it to bring my designs to life.

Education

My most recent educational achievement is a certification course in UX Design from the George Brown College, Toronto, where I scored an overall grade of A+.

Certificate in UX Design* (2022)	George Brown College, Toronto
PG Diploma in Journalism (2004)	MASCOM, India
Masters in English Literature (2003)	Madras Christian College, India
Bachelors in English Literature (2001)	Madras Christian College, India