MAKENA MWENDA

Designer and Data Analyst

https://makenamwenda.github.io/portfolio/

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I am a Product and Visual Designer with 3+ years of experience bridging data, design, and strategy across commercial, nonprofit, and government sectors. I specialize in turning insights into user-friendly digital products through market research, data storytelling, and collaborative design

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EDUCATION HISTORY

University of Toronto 07/2019-04/2023
Honours Bachelor, Major in Public Policy and Double Minor in Psychology and Studio Art

University of British Columbia 07/2024-04/2026
Master's in Digital Media, Product Management and Market Research Focus

WORK EXPERIENCE

Organization: LowTides Properties
Designation: Product Design Research CO-OP
Duration: 01/2025- Current
RESPONSIBILITIES
- Conducted data analysis by consolidating operational data with Power BI and visualizing key insights via Tableau, enabling effective tracking of retention, attraction, and activation initiatives
- Transformed data insights into actionable recommendations, culminating in a clear, data-driven presentation to enhance community engagement and tenant services

Organization: Toronto Biennial of Art
Designation: Financial and Administrative Assistant
Duration: 04/2024-01/2025
RESPONSIBILITIES
- Led data-driven financial tracking for artist projects, ensuring projects remained within 5% of allocated funds.
- Coordinated between curatorial, finance teams, and artists to collect, verify, and process invoices, ensuring accurate financial tracking
- Managed time-sensitive and confidential artist project budgets, coordinating financial reports, contract documentation, and funding applications to support large-scale exhibitions and public art initiatives
- Compiled and analyzed financial data on artist projects to support grant applications, funding reports, and financial planning for development initiatives

Organization: BlackNorth Initiative
Designation: Marketing and Communications Officer
Duration: 04/2023-04/2024
RESPONSIBILITIES

- Produced and managed content for internal and external communications, including social media posts, video assets, and visual design elements to enhance brand engagement.
- Analyzed social media metrics to develop performance reports, leading to a 20% increase in engagement through data-driven content strategies.
- Leveraged Google Analytics insights to optimize marketing strategies, analyze engagement data, and personalize communication for improved audience reach and impact.

Organisation: OCASI
Designation: Planning and Development Consultant
Duration: 04/2023-09/2023
RESPONSIBILITIES
- Conducted research-driven consultations and strategic assessments to develop the Community Advocacy Network Guide, ensuring alignment with stakeholder needs and communication objectives.
- Applied AODA standards in content creation, using audience insights to develop culturally responsive visual and written materials.
- Developed trauma-informed and culturally appropriate training tools, integrating research-based messaging strategies to enhance engagement and learning impact.

Organization: The Varsity Newspaper
Designation: Creative Director
Duration: 04/2022-04/2023
RESPONSIBILITIES
- Responsible for the overall creative content production both in digital and print
- Developed creative guidelines and visual identity standards, ensuring equity, accessibility, and consistency in multimedia content across platforms.
- Managed a 20 person cross-functional creative team, including designers, photographers, and illustrators, and web developers, in creating 20,000 copies of 24 newspapers and 2 magazines
- Refining design work through iterative feedback to ensure brand consistency and storytelling clarity.

Organization: Legislative Assembly of Ontario
Designation: Graphic Designer
Duration: 01/2021-01/2022
RESPONSIBILITIES
- Designed high-impact PowerPoint presentations and Word templates, integrating interactive elements, typography, and brand identity to enhance visual communication.
- Provided visual communication design expertise, while maintaining brand and visual identity standards using Figma, Adobe, Notion, and Agile methodology
- Prototyped and evaluated peace officer training tools to verify that they satisfied the design standards and user tested the tools' UX/UI elements.

TECHNICAL SKILLS
Adobe Creative Suite - Photoshop, Illustrator, InDesign, After Effects
Production Software - Figma, WordPress, Google Analytics, HTML, CSS, PowerBI, Tableau, Sketchup, Notion, Miro, Github
MS Office - PowerPoint, Excel, Word Document