

MAKENA MWENDA

Designer and Data Analyst

makenamwenda.myportfolio.com

makena.maeve@gmail.com

I am a multimedia and product designer specializing in data analysis and market research for digital media. I have worked 3+ years in cross-functional teams within nonprofit, government, journalism, and commercial sectors.

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

MS Office - PowerPoint, Excel, Word Document