

Pateel Bedoyan



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Summary

PROFESSIONAL PROFILE

Dynamic and versatile professional with expertise in web design, user experience and project management. I have a successful track record of planning, designing and launching great products, services and content across physical and digital platforms. I strive to apply user centered, creative thinking and effective strategies, and implement new and efficient methods to achieve project goals and exceed business objectives.

SUMMARY OF QUALIFICATIONS

- Strong working knowledge in web and product design, with expertise in user experience design, user interface design, user research, prototyping, wireframing and accessibility standards.
- Experience with HTML, CSS, JavaScript, as well as content management systems such as WordPress.
- Skilled in prototyping and wireframing tools to create mockups and interactive prototypes for user testing.
- Very strong research, problem solving, analytical and presentation skills.
- Understanding of SEO and digital marketing for optimizing website traffic, engagement, and conversion.
- Team player with highly developed interpersonal, verbal and written communication skills
- Strong project management skills in coordinating with teams, stakeholders, and vendors to deliver high-quality projects on time and within budget.
- A passion for staying up-to-date with the latest trends and best practices in web and UX design.

Experience

Website Coordinator

McMichael Canadian Art Collection

Lead content strategy, design and creative direction of the McMichael website domain.

- Implemented a strategic redesign of the exhibition, events, membership, and donation pages, featuring a modern, user-centered design with clear calls-to-action to enhance user engagement.
- Successfully managed website version updates, including PHP version, theme and plugins to their latest versions.
- Managed server migration process to mitigate any security risks of expired operating system.
- Conduct website audits to improve navigation, user experience and meet accessibility needs.
- Coordinate and implement website content updates and messaging for all gallery teams and departments.



Web Designer

Proposed and implemented new direction for the website design, structure and content strategy.

- Redesigned and restructured website, utilizing themes and applied the new layout across 7 international pages.



Online Manager

Canadian B Corp Directory

Grew the Directory by 42% within 3 months through LinkedIn outreach.

- Coordinated and implemented Video-Ask to personalize the user experience and engagement.
- Applied UX/UI strategies and implemented changes to website content and visual structure.



Sales Planning Manager

Advantage Solutions

Jan 2016 - Jan 2019 (3 years 1 month)

Managed the planning of promotional programs of assigned brands and customers.

- Planned programs using CRM trade systems SAP, Thor and Siebel.
- Promotional analysis and expert recommendation to the business and target customer.



Customer Coordinator

Advantage Solutions

Jan 2013 - Jan 2015 (2 years 1 month)

Brand expert of assigned portfolio, and supported client and sales team operations.

- Improved internal reporting, financial and planning processes, adopted by other teams.
- Analysis and reporting of promotional and marketing programs.



Account Supervisor

Commix Communications Inc.

Jan 2011 - Jan 2012 (1 year 1 month)

Managed portfolio of major consumer packaged goods clients and brands.

- Successfully launched retail marketing, POS, direct mail and social media programs.
- Collaborated with creative and digital teams to strategies and execute projects effectively.
- Effective planning and development of project scope, schedules and budgets.



Marketing Manager

Loblaw Companies Limited

Jan 2010 - Jan 2011 (1 year 1 month)

Managed instore and online promotional and marketing programs.

- Successfully launched online coupon program portal with engineering and product team.
- Re-created a user-friendly financial reporting tools for the Marketing team
- Managed corporate and vendor sponsored events for Loblaw employees.



Promotions Manager

Loblaw Companies Limited

Jan 2008 - Jan 2009 (1 year 1 month)

Managed pricing and promotional programs and conducted analysis.

- Lead vendor brand and business reviews, presentations and negotiations.
- Forecasted sales and volume for promotional activity and new product launches.



Assistant Category Manager

Loblaw Companies Limited

Jan 2006 - Jan 2008 (2 years 1 month)

Managed category assortment, planogram launches, and vendor spend.

- Review of category assortment and competitive analysis, using AC Nielsen data and reporting.
- Assisted Product Development teams with the launch of new Private Brand products.

Education



Centennial College



Juno College of Technology



Toronto Metropolitan University

Bachelor's Degree

Skills

User Experience (UX) • User Interface Design • Content Management Systems (CMS) • HTML •
Cascading Style Sheets (CSS) • Analytical Skills • Budget Management • Interactive Creative Direction •
Research • Project Management