

# Danielle Humilde

## UX/UI Designer



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[LinkedIn](#)

### SUMMARY

My passion for design is to create inclusive and diverse interfaces for a wide array of user experiences. I have professional experience in digital marketing and am looking to break into the Design field. I am a student pursuing a certificate in UX/UI Design at OCAD University. With my diverse educational background in Political Science, Digital Marketing and Design, I believe that it widens my perspective for a more holistic understanding of the end user.

### DESIGN PROJECTS

#### SUBTLE-T

##### APP DESIGN CONCEPT

- An app made to help those who are experiencing domestic abuse and need access to resources they need to help them determine a course of action and a safety plan to leave their situation discreetly
- [Design Concept and Information](#)

#### TORONTO TUBE

##### APP DESIGN CONCEPT

- An app for Presto card users to adapt contactless payment similar to Apple Pay to enhance app capabilities
- [Design Concept and Information](#)

#### PERSONAL PROJECT

##### ENVIRONMENTAL ADVOCACY @GREENINTHE.CITY

- Worked with several brands to endorse sustainable products and make product recommendations based on personal experience
- Encouraged sustainability practices with followers through living eco-consciously; promoted the use of environmental products using Instagram and Later to schedule posts

### CAREER

#### JUNE 2020- PRESENT

##### DIGITAL MARKETING MANAGER Beth Maricic Design

- Manage and create custom webpages to present design concepts for interior design clients
- Develop new marketing assets by redesigning website literature, landing pages, and social media marketing campaigns
- Design and test different platforms (Instagram, Facebook, YouTube, Spotify) for marketing campaigns to evaluate ROI optimisation with strict campaign budget

#### JUNE 2020- PRESENT

##### DIGITAL MARKETING MANAGER Snow Professional Lawyers Corporation

- Work closely with head partner in redesigning the firm's website and adjusting company brand tone
- Lead and created marketing campaigns using keyword search and location targeting for Google Ads

#### OCT 2020- MAR 2021

##### MARKETING, OPERATIONS & COMMUNICATIONS Davids & DeLaat Real Estate

- Lead several campaigns and ongoing projects at the firm, such as website enhancement and redesign, TV/radio, billboard, and target/retargeting marketing campaigns
- Managed and executed owned social media calendar and brand redesign on multiple platforms
- Study current real estate market trends to generate relevant content during lull months of real estate to keep audience engaged

#### JUNE 2019- SEPT 2020

##### DIGITAL MARKETING MANAGER Ahimsa Eco Solutions

- Created and organised client engagement strategies and partnerships to create online workshops, panels, and events related to environmental sustainability
- Led new business design strategy to change brand tone and voice to grow within target market while seeking opportunities for expansion in different market areas
- Designed new online content templates for social media, company website, and email newsletters

- EDUCATION

2021

OCAD UNIVERSITY

UX/UI Research & Design

• Develop UX/UI research skills and design implementation with a focus on Human Centric Design

• Expected completion August 2021

2020

GEORGE BROWN COLLEGE

Post Graduate Digital Media Marketing

• Obtained online certifications for various softwares such as Hootsuite, Brandwatch and Google Analytics for digital media marketing strategies

2019

UNIVERSITY OF WESTERN ONTARIO

BA Political Science

• Varsity Rowing and Golf

• VP Communications of Political Science Association
- 
- TECHNICAL SKILLS

• Brandwatch

• Canva

• Facebook and Instagram Business Manager

• Figma

• Google Ads and Analytics

• Hootsuite

• KV Core

• Mailchimp

• Microsoft Office Suite

• Miro

• Squarespace

• Word Press