

AMY DEBBANÉ
3A Global Business and Digital Arts
20554088

Permanent Address

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QUALIFICATIONS

- 4 years of experience with Adobe Photoshop and Illustrator through extensive volunteering and work experience
- Proficient in Python, HTML, JavaScript, and CSS through substantial coursework and projects
- Strong teamwork skills specifically conflict management by empathizing with team members
- Exceptional organizational and leadership skills developed through tutoring math, science and arts
- Able to work independently: self-starter with remarkable attention to detail in a fast paced environment
- Trilingual: excellent oral and written communication skills in English, French and Spanish

WORK EXPERIENCE

User Experience Specialist, Trusted Clothes
Waterloo, Ontario

June 2017 – August 2017

- Conducted user research by using Google Analytics to understand how the user thinks and interacts
- Ensured that all website content aligned with the strategic goals and branding of Trusted Clothes by redesigning the layout and user flow using Adobe Illustrator
- Launched website 2.0 to 2.2 by using GitHub and successfully decreased the bounce rate by 10%

User Experience Researcher, Research Entrepreneurs Accelerating Prosperity (University of Waterloo)
St. Jacobs, Ontario

September 2015 – December 2016

- Created journey maps by conducting user tests to review innovative entrepreneurship platforms
- Clearly communicated my analysis of the user experience and feasibility of various technologies by writing research papers for the use of the research center
- Presented research at public Lunch and Learns which resulted in being 1 of 5 students from the university to take on additional projects

VOLUNTEER EXPERIENCE

User Experience Manager, WearHacks, <http://waterloo.wearhacks.com/>
Kitchener-Waterloo, Ontario

December 2016 – April 2017

- Leveraged social media outputs to promote the hackathon event by posting and designing ads which resulted in receiving twice as many applications than the venue's capacity
- Built positive sponsorship relationships during and prior to the event through effective written and oral communication skills and successfully found mentors such a sales engineer from Nokia
- Led and organized hacker experience events such as the spicy ramen programming challenge; successfully encourage hackers to engage and network with everyone at the event

EDUCATION

Candidate for Bachelor of Arts, Global Business and Digital Arts and Honours Computer Science minor,
University of Waterloo, Waterloo, Ontario *September 2015 - Present*

- Dean's Honour List, University of Waterloo *2015 – 2016 and 2016 – 2017*
- English Proficiency Test, University of Waterloo *September 2015*

Relevant Assignment:

Product Developer and Team Lead, Global Digital Project 1 *November 2017*

- Led a team of 3 to develop a website by setting goals and measuring results
- Effectively used Adobe Illustrator, HTML, and CSS to create prototypes to obtain user feedback
- Enthusiastically presented final prototype to 53 peers and received a grade of 98%
- Practised key concepts of problem solving to improve user test feedback throughout the project

Relevant Courses: *September 2014- December 2016*

- User Experience Design – Introduces basic principles of user experience design and research
- Applied Leadership and Management – Introduces necessary people skills and theories to effectively lead and manage a team

AWARDS & SCHOLARSHIPS

- **Upper Year Arts Student Scholarship**, University of Waterloo *September 2016*
 - Awarded on the basis of overall average to 2nd, 3rd, and 4th years
- **President's Scholarship recipient** *September 2014*
 - Awarded to those with an average of 90% or greater in their Grade 12 courses
- **Business Certificate**, St Francis Xavier Catholic High School *June 2014*
 - Awarded to those with an overall average of 70% or greater in a minimum of five Business/Information Technology courses

ACTIVITIES & INTERESTS

- **Midnightsun Solar Rayce Car Team Member**, University of Waterloo,
Waterloo, Ontario *September 2014 - December 2014*
 - Oversaw a 200 participant eSports tournament fundraising event by managing the marketing and logistics teams; raised over \$1000
- **Volunteer Tutor**, St. Francis Xavier Catholic High School
Ottawa, Ontario *September 2012 – June 2014*
 - Tutored students in various subjects including mathematics, science, and fine arts. One pupil achieved an award for the top mark in her fine arts course.
- Self-taught HTML5, JavaScript, and CSS3 through Coursera and applied knowledge to create websites for coursework and personal projects
- Enjoy web design, UX research, and video gaming
 - Conducted a Steam software case study *December 2015*
Analyzed the gaming platform's user experience and usability through various tests:
<http://amygab.wixsite.com/steamux>

