

**AMY DEBBANÉ**  
3A Global Business and Digital Arts  
20554088

**Permanent Address**

654 Otterson Court  
Ottawa, Ontario, K1V 7A8

<https://amydebbane.github.io>  
[agdebban@edu.uwaterloo.ca](mailto:agdebban@edu.uwaterloo.ca)

Cell: (226) 606-4320

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## **QUALIFICATIONS**

- 4 years of experience with Adobe Photoshop and Illustrator through extensive volunteering and work experience
- Proficient in Python, HTML, 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
- Excellent oral and written communication skills in English and Spanish, competent in French

## **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 increased session duration by 8.1%

**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, ON

*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 applicants applications than the venue 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 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> years
- **President's Scholarship recipient** *September 2014*
  - Awarded to those with an average of 90% or greater in their Grade 12 courses

## ACTIVITIES & INTERESTS

- **Midnightsun Solar Rayce Car Team Member**, University of Waterloo,  
Waterloo, ON *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, ON *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, 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>