



## CONTACT

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- [LinkedIn](#)
- Toronto, ON
- Portfolio link

## EDUCATION

UX/UI Certificate of Completion, 2023

**University of Toronto, EdX**

Toronto, Ontario

Honours Bachelor of Arts, 2019

*Major, Political Science*

*Minor, History and Philosophy*

**University of Toronto**

Toronto, Ontario

High School Diploma, 2015

**American School of Dubai**

Dubai, United Arab Emirates

## SKILLS

- MICROSOFT WORD, OUTLOOK
- POWERPOINT, EXCEL
- FLUENT IN ENGLISH AND SPANISH
- INTERMEDIATE LEVEL FRENCH
- ORGANIZATION
- COMMUNICATION
- CUSTOMER SERVICE
- RELATIONSHIP BUILDING

# ASHLEY PEREIRA

## MY PROFILE

Motivated, organized, client-service and detail-oriented individual, committed to detail-orientation and accessible, user-friendly and human-centric design.

## EXPERIENCE

### Student - UX/UI Bootcamp

University of Toronto/EdX - Toronto, ON

March 2023 - August 2023

- Created responsive and prototypical wireframes and mockups
- Create style guides, user personas and user journeys based on research and interviews
- Worked with teams and autonomously on various net-new as well as established source material redesign projects within allocated time ranging from 2-3 weeks
- Conducted user interviews and user tests and created iterated wireframes and case studies based on and aligned with collected data
- Learnt basic code for HTML and CSS
- Conducted high-level accessibility tests to ensure contrast ratios and general usability met AA guidelines at the very least.

### Technical Recruiter

TEKsystems - Toronto, ON

March 2020 - Present

- Utilized internal salesforce operated system for candidate generation and sourcing
- Worked within the Government Services Vertical, gaining valuable insight into the provincial government's guidelines, governmental processes and procedures within the IT resource on-boarding space in order to meet Ontario Public Sector project goals.
- Efficiently handled sensitive and confidential information whilst conducting preparing and disseminating the necessary contracts, administrative documents and additional paperwork for consultant on-boarding. Also maintained accurate client and consultant information in internal database.
- Worked with internal contract team for necessary adjustments to contracts and appropriate data entry when on-boarding consultants for various clients.
- Worked with internal and external stakeholders to coordinate and meet client requirements for technical resources while providing valuable market insight.
- Demonstrated initiative when working autonomously and an ability to adapt and respond appropriately in a fast paced and rapidly changing work environment
- Demonstrated excellent communication skills to build relationships with prospective technical consultants as well as to maintain strong working relationships with current IT network
- Consistently demonstrated strong organizational skills in order to meet multiple deadlines and requirements with various clients.

## INTERESTS

- Film
- Vintage/Antique books
- Current events
- Philosophy
- Tennis

## EXPERIENCE

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### **Marketing Assistant, Account Coordinator**

Advisor Branding - Toronto, ON

October 2017 - March 2020

- Contacted prospective customers via phone and email to grow clientele of financial advisor clients
- Consistently worked within time constraints to meet weekly tangible deliverables and KPIs (key performance indicators).
- Conducted lead generation utilizing internal and external resources, such as LinkedIn
- Demonstrated initiative when working autonomously and an ability to adapt and respond appropriately in a fast paced and rapidly changing work environment
- Conducted regular inter-office and client correspondence via email and phone
- Maintained and navigated client contact and critical information in company's Google CRM system
- Verified data integrity and accuracy.

### **Sales Associate**

GAP - Toronto, ON

July 2016 - September 2018

- Worked collaboratively in a team environment in addition to working autonomously to meet company goals and to foster positive relationships with internal and external clients.
- Solidified customer interaction skills in a face-to-face environment with an emphasis on customer service to develop positive customer relationships
- Efficiently performed multiple duties while attending to customer needs
- Implemented up-selling strategies by suggesting complementary purchases
- Identified and adapted to customer purchase preferences in order to recommend specific products in alignment with individual interests and needs.

## REFERENCES

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**References available upon request**