brennan lo

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Skills

User Research
Usability Testing
UX/UI Design
Visual Design
Wireframing
Prototyping
User Journey Mapping

Design

Sketch Figma Illustrator Invision

Development

HTML CSS

Education

University of Waterloo

Honours, Kinesiology (B.Sc)

Sep 2017 - Apr 2022

Relevant Courses

Customer Experience Design, Psychology I

Interests

Guitars Volleyball Plants

Experience

UX/UI Designer — WSIB Innovation Lab

Sep 2019 - Dec 2019

Led the design process to unify disconnected forms in insurance claim processes to improve usability for +200 users, which will streamline +150 000 claims annually

Directed +10 user interviews with corporate stakeholders to understand industry pain points and define the product vision

Conducted job shadowing and usability testing on prototypes to gather qualitative data

Worked in an agile scrum environment to meet project deadlines and enhance team communication

Web Support Personnel — TDSB

Jan 2019 - Apr 2019

Created school board web pages using Google Sites along with embedded HTML and CSS to improve website functionality

Managed social media and facilitated the operations of the OFSAA provincial swimming championships

Coordinated skill workshops for low-functioning student athletes to promote academic development

Projects

Roof

June 2020 - Present

Reimagining a solution for a quarterly-year housing dilemna for uWaterloo students by designing a user-friendly mobile application

Commify — **Axonify**

April 2020

Designed a communication platform for front-line retail workers to improve team communication and to increase speed of on-site learning