### brennanlo.github.io/portfolio

# brennan lo

b22lo@uwaterloo.ca

### Skills

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

# Design

Sketch Figma Invision Illustrator

# **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