



VANESSA BURGUETE

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Objectives

I want to apply my abilities to work towards successful end goals in the tech industry and create meaningful, usable products for respective users. I also want to forge and deepen my connections with peers and senior leaders to be a strategic and innovative value in a collaborative growing environment.

Experience

December 2014 – **UX Design & Researcher Freelancer**

Current

- Worked with various clients on creating and redesigning user experiences for different types of digital platforms including websites, web applications, TV and mobile. Some clients worth mentioning that I had the privilege to work with are Plastic Mobile, Macadamian Technologies, You.i, Mirum Agency, Nova Networks, and more.
- The type of industries and content I've worked on are: e-commerce, entertainment, fintech, fitness, healthcare, real estate, government.

August 2016 – **UX Designer (Contract)**

December 2016 Plastic Mobile, Toronto, ON

- Worked on various mobile applications in a lean environment where I worked closely with designers and business analysts.
- Responsibilities included wireframing, creating user flows, documentation on final designs, prototyping on InVision, and usability testing and user research.
- Helped building new concepts and improving user experiences of existing mobile applications such as RBC Avion Passport and Realtor.ca.

November 2015 – **UX Analyst**

July 2016 Mirum Agency, Toronto, ON

- Redesigned customer experiences for responsive websites with branding in mind. I worked through a process of collaboration, research, and analysis with responsibilities of also creating sitemaps, user scenarios, functional specifications, wireframes and conducting competitor research.
- Worked closely with designers and copywriters across clients.

June 2015 – **Interaction Designer & Researcher (Contract)**

September 2015 Macadamian Technologies Inc., Gatineau, QC

- Worked closely with the development and UX team on an Internet of Things application that would encourage exercise in a social environment in connection to a wrist band, display screens, tablet, and a responsive website.
- Worked on UX planning/strategy, creating user journeys, task flows and wireframes.
- Helped with concept walk-through testing.

December 2014 – **Interaction Designer (Contract)**

February 2015 You.i TV, Ottawa, ON

- Helped creating user experiences that can be mapped directly to the business and user requirements of the project.
- Planned and conducted user requirements gathering and analysis, competitive research, conceptual modelling, user requirements specifications, user flows, scenarios and design specifications.
- Gathered sufficient information to support appropriate interaction design for TV platforms.
- Worked closely with team members, advocating forth the best design for the end user, both taking and providing feedback to other team members.
- Mainly worked on designing the Sony Crackle TV app that is now live.

- March 2014 – **Interaction Designer (Contract)**
September 2014 Treasury Board of Canada Secretariat, Ottawa, ON
- I actively contributed via GitHub to the Web Experience Toolkit; posting issues, creating pull requests, conducting heuristic reviews and gathering feedback to iterate through my designs.
 - My colleagues and I conducted usability testings to improve the Web Experience Toolkit website.
 - Proposed a new user interface (UI) for a search/filtering interface as well as a new design for a social media gallery on Canada.ca.

- April 2013 – **Student Designer and Researcher**
August 2013 RideShark Inc., Ottawa, ON
- I high-level designed the mobile application of their web application as a prototype.
 - Front-end developed some improvements of the web application as well as their corporate website in a team of designers and developers.
 - Colleagues and I conducted a usability testing on a re-designed version of a carpooling module for their web app.

Skills

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|------------------------|-------------------------------|--|
| • UX design | • Content strategy | • Web standards |
| • Conceptual Modelling | • UX review | • Axure/Invision/Omnigraffle |
| • Wireframing | • Competitive analysis | • Adobe Illustrator/InDesign/Photoshop |
| • Prototyping | • Usability testing | • HTML and CSS |
| • User research | • Usability and accessibility | • WCAG 2.0 |
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Education

- September 2012 – **Interactive Media Design**
April 2014 Algonquin College
- September 2006 – **Bachelor of Arts in Communications & Sociology**
April 2010 University of Ottawa
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Awards

- 1st Place – **Best Applied Research and Innovation Web Project**
March 2014 Algonquin College
- 2nd Place – **Best Applied Research and Innovation Redesign**
August 2013 Algonquin College
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Professional Development

- Participated in **Codefest** in Ottawa in 2014
- Studied the **Human Computer Interaction** course on coursera.org in 2014
- Participated in **Startup Weekend Ottawa** in 2013 at Shopify
- Attended **UX Camp** in Ottawa in 2013 and volunteered at **UX Camp** in Ottawa in 2014