Camryn O'Donnell

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Experience:

Portfolio Website – Personal Project
March 2024—May 2024
- Designed wireframes and created clickable prototypes using Figma to iterate and test user interfaces.
- Created content to communicate complex design projects.
- Built the first iteration with Framer and custom components coded in React/TypeScript, and programmed the second iteration from scratch using HTML5, CSS3, SASS, and JavaScript.
- Followed web accessibility standards surrounding semantic HTML elements, screen reader compatibility, and colour contrast.
- Implemented automatic deployment to a host server using GitHub.

Design Fiction Workshops – Personal Project
December 2023–February 2024
- Collaborated with two co-organizers to coordinate design fiction workshops within a local network in Ottawa.
- Corresponded with participants to schedule in-person and virtual meetups.
- Facilitated collaboration and brainstorming between participants.
- Led discussions on design, technology, and current trends.

Counter-cartography of Ottawa's Housing Market – Design Anthropology Course
February 2023–April 2023
- Collaborated with a multidisciplinary team of students to conduct observational fieldwork and review academic papers on the financialization of housing.
- Planned and facilitated a workshop investigating people's relationships with housing in Ottawa.
- Collaboratively synthesized and coded data obtained from research.
- Created a data visualization (counter-cartography) to present insights using Adobe Illustrator and Figma.
- Designed and wrote an interactive report with Figma to communicate findings to a public audience.

Foldable Therapy Space – Thesis/Capstone Project
September 2022–April 2023
- Reviewed statistics, academic papers, and professional guidelines to better understand Ontario's mental healthcare system.

- Developed a research plan to investigate problem areas. Recruited clients and mental health professionals and conducted user interviews to uncover their needs, goals, and pain points.
- Analyzed research findings and synthesized insights to produce a conceptual model of the system and target persona.
- Created prototypes of design concepts to evaluate feasibility and gain participant feedback throughout the iteration process.
- Received guidance from a senior furniture designer on material and manufacturing choices.
- Used Adobe Creative Suite programs to craft compelling communication materials, including a poster, video, and report for public presentation at Carleton's 50th Grad Show.

Product Development Intern for Indoor Cooking – Canadian Tire Corporation
October 2021–August 2022
- Performed in-depth research into product markets and tested benchmarks and competitor products. This research was used to guide product iterations.
- Led an internal design workshop activity to generate exploratory concepts using how-might-we questions.
- Took ownership of multiple ongoing projects to support team members. This involved initiating benchmark and sample testing, creating key technical documents, corresponding with vendors and manufacturers, and reporting on project status during weekly scrums and project management check-ins.
- Utilized Microsoft Office suite programs such as Outlook, Excel, PowerPoint, and SharePoint to collaborate with team members.
- Produced product renderings and slideshows to present design concepts to cross-functional teams.
- Collaborated with marketing and merchandising teams to ensure products met brand and financial targets.
- Collaborated with quality assurance and manufacturers to test production samples and solve issues surrounding technical and safety standards.
- Used Illustrator to design product graphics and user interfaces in accordance with visual brand language and technical requirements.
- Supported a visual brand language redesign with trend analysis and mood boards.

EARLY Transit App - UX & UI Design Course
September 2021–December 2021
- Constructed a research plan to investigate problems within Ottawa's transit system and led user interviews to identify commuters' key pain points.
- Used Miro to collaboratively code and analyze data.
- Designed user personas, a journey map, and presentation materials to communicate key insights.
- Utilized Figma to rapidly prototype wireframes, user flows, and mock-ups.
- Conducted usability testing to identify areas of improvement in the initial concept.
- Designed a cohesive visual brand language for the final app.

Education:

Bachelor of Design – Carleton University, Ottawa, Ontario, Canada
2018–2023

Achievements:

Book Award | *April 2023*
Nominated by my fourth-year studio professor for outstanding work on my capstone project.

Senate Medal | *April 2023*
Awarded by Carleton University for achieving a GPA within the top 3% of Bachelor of Design graduates.

Certifications:

Design Research Mastery – Outwitly Inc.
February 2024
Certifies knowledge of UX and design research methodologies, project management, and research planning.

TCPS 2: CORE 2022 Certification – Panel of Research Ethics
September 2022
Certifies knowledge of ethically conducting research with human participants, and topics such as risk mitigation, informed consent, conflicts of interest, and working with vulnerable groups.