

Celina Laurette

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EXPERIENCE

User Experience Designer

Teach Away

July 2018 - Present

Teach Away is a worldwide leader in international teacher recruitment and professional development, hosting a platform with a million users

- Designing responsive, WCAG 2.0 Level AA compliant products using a combination of **Sketch**, **Adobe CC**, and **InVision** from wireframes to high-fidelity prototypes
- Collaborating with developers, product managers, tech support, marketing and sales teams to meet client technical needs
- Conducting **user research** using **clickstream analysis**, **A/B testing**, and **intercept surveys**, for iterative product and ecommerce conversion rate optimization
- Provisioning design presentations, scopes, and conducting tech handoffs using **Google Material Design**, UI assets and libraries

Learning Experience Designer

Learnkit

Aug 2016 - July 2018

Custom digital learning solutions for top-ranked institutions such as Teachers College Columbia University, University of Michigan, and Beijing Normal University

- Designed online courses specializing in digital literacy, disciplinary literacy, teacher certification, culturally responsive teaching
- Provisioned data visualization and infographic learning materials
- Worked with instructional designers and SME's to deliver products that followed client brand guidelines and technical requirements
- Created educational interactions using pedagogical considerations

Graphic Designer

Cures Studio

Nov 2015 - Jul 2016

Nail and beauty bar retail/studio space located in Liberty Village.

- Marketing collateral design such as emails, printed flyers and coupons, window decals and service menus
- Social media content development and account management

Instructional Designer

Toshiba Canada

Jun 2013 - Nov 2013

World leader in high technology, Toshiba is a diversified manufacturer and marketer of advanced electronic and electrical products.

- Revised, designed, and developed digital training modules for technical support employees using **Articulate Storyline**
- Conducted research and designed instructional guide for Toshiba Digital Signage clients

EDUCATION

Lighthouse Labs

- **Front-end with JavaScript**

University of Michigan x edX

- **Introduction to User Experience** (Online Course)
- **Principles of Designing for Humans** (Online Course)

OCAD University

- **Bachelor of Design** focused in graphic design

SKILLS & TECHNOLOGIES

- Sketch, InVision, Hotjar, Bootstrap, JS, HTML, CSS, Github
- Adobe Illustrator, InDesign, Photoshop, Audition, AfterEffects, Google Material Design, Shopify Polaris