

John Compuesto

UI/UX Designer & Marketing Specialist

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[Portfolio](#)

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EXPERIENCE

Evenko — UI/UX Designer & Digital Platforms (Internship)

Montréal, QC · 05/2024 - 08/2024

- **Show & Events Integrations:** Managed digital integrations for 6+ venues, including Bell Center, Place Bell, MTELUS, TD Studio, and major festivals. Integrated 100+ shows and events across all venues, attracting over 1M annual attendees, including high-profile hockey games, performances by internationally renowned artists, and large-scale events.
- **Statistics and Analytics:** Collected and analyzed data for 100+ shows and festivals, uncovering insights that contributed to a 15% increase in audience engagement.
- **Wireframes:** Designed and developed 5 wireframes for the "Mon espace/client Salesforce" for MTELUS, streamlining customer access to personalized event data.
- **Web Development:** Created and maintained 3 high-traffic contest pages for Club Bell, supporting festivals like Osheaga, Ilesoniq, and Lasso, attracting 20K+ contest entries.
- **Migration Projects:** Led the seamless migration of 1000+ events for Montréal en Lumière, ensuring continuity and accuracy across digital platforms.
- **Content Management:** Produced detailed FAQs and sustainability pages for festivals, increasing user satisfaction by 20% through improved content clarity.
- **Optimization Projects:** Enhanced the digital platforms for Bell Center and Place Bell, improving site speed by 30% and overall user engagement by 25%.

Groupe MMI — UI/UX Designer (Contract)

Montréal, QC · 08/2024 - 05/2025

- **Website Redesign:** Led the complete redesign of Groupe MMI's website, creating wireframes, prototypes, and conducting user testing. Presented concepts to stakeholders and marketing, resulting in a 30% increase in engagement and 20% reduction in bounce rate.
- **Content Optimization:** Updated 200+ pieces of website content (photos, videos, text) to ensure brand consistency and visual appeal.
- **User Experience:** Improved site layout and navigation based on user testing insights, increasing session duration by 25%.
- **SEO Blog Management:** Created and managed 50+ blog articles, boosting organic search traffic by 40%.

- **Performance Maintenance:** Resolved 100+ website errors, achieving 99.9% uptime and optimal performance.

Urban Pardes — *Social Media Management (Contract)*

Montréal, QC · 03/2024 - 08/2024

- Increased awareness and engagement for their events including Up Beat Fashion show and Au Contraire Film Festival (ACFF) through targeted video content for social media.
- Expand UP House's reach to a younger demographic, particularly students, by creating relatable and engaging content.
- Raise funds for Paradis Urbain 'UP House' mission through donations, engaging student involvement and strategic social media campaigns.
- Provide monthly statistics for their platforms.

TransformeOrtho — *Marketing Specialist*

Montréal, QC · 11/2023 - 04/2024

- Manage PR, social media, email marketing, and ad campaigns for an orthodontics clinic.
- Wear multiple hats to ensure effective marketing strategies and brand promotion.
- Increased social media engagement by 800%, gained +145k views across social channels in 3 months.

Enuf Canada — *Motion Graphics, Graphic Designer, Festival Production Videographer & Editor (Internship)*

Montréal, QC · 05/2023 - 12/2023

- Captured festival essence through videography and created engaging promotional videos.
- Conducted pre-production research, captured event coverage, and handled post-production editing.
- Increased social media engagement by 200%, gained +20k views across social channels in 2 months.

How She Dares — *Marketing Manager, Post Production Editor & Cinematographer*

Montréal, QC · 01/2020 - 09/2024

- Content Marketing Manager for social media channels.
- Contributed as Cinematographer and Post Production Editor for a documentary on women entrepreneurship.
- Engaged in research, pre-production planning, and digital marketing strategy development.

EDUCATION

New York University (NYU), New York City, NY · 08/2022

Bachelor of Science: Digital Communication & Media

Concordia University (ConU), Montréal, QC

Bachelor of Arts: Computation Arts & Computer Science · Present - 2026

UX Certificate · 05/2024

Microprogram in Web Design and User Interface (UI) Certificate · 03/2023

John Abbott College, Sainte-Anne-de-Bellevue, QC · 05/2021

Diploma of College Studies (DEC): Arts, Literature and Communications

- Dean's Honor List, Fall 2020
- Dean's Honor List, Winter 2021

École Secondaire Des Sources, Dollard Des Ormeaux, QC · 06/2019

VOLUNTEERING

Engcomm (Concordia) — *VP Marketing*

Montréal, QC · 05/2024 - Present

- **Strategic Leadership:** Led the development and execution of marketing strategies for major ENGCOMM events, driving a 25% increase in event attendance and a 30% boost in engagement.
- **Brand Oversight:** Managed consistent branding across all platforms, enhancing ENGCOMM's visibility and growing social media following by 40%.
- **Campaign Management:** Directed marketing campaigns for Engcomm Montreal and Engcomm Week, contributing to a 20% increase in event participation.
- **Social Media & Content:** Oversaw social media strategy and content creation, growing follower engagement by 50% and expanding reach by 35%.
- **Cross-Department Collaboration:** Coordinated with teams and sponsors to align marketing efforts, resulting in a 15% increase in sponsor engagement.
- **Performance Analysis:** Analyzed campaign data and provided insights that led to a 20% improvement in future marketing initiatives.

CasaCares Fashion Show Fundraiser for Montreal's Children's Hospital —
Photography & Media
Montréal, QC · 04/2024

- Take photos of fashion show, backstage, event.

WeDo Canada (hosted by BDC) — *Production Event Manager*
Montréal, QC · 11/2023

- Oversaw production of a Women Entrepreneurship Event, including live cameras and post-production content creation.

Guest Speaker — Tav College, Technovation Montréal
Montréal, QC · 11/2023

- Conducted workshops on website design, content creation, and video production for students.

SKILLS

UI/UX, Product Design, Design. • User Research, User Flows, User Testing, Prototypes.
• Marketing, Advertisements, CRM, PR, Campaigns. • Pre-production, production and post-production proficiency. • Tools: HTML, HTML5, CSS, JS, Figma, Adobe Suite, Leap.

Languages

English, French, Filipino