Danica She

UI/UX Designer

- UI/UX designer with a background in design and illustration and experienced in customer service roles within various industries
- Skilled at creating functional and visually appealing user-centric designs
- Looking for a UI/UX Designer role specializing in projects within the gaming industry

CONTACT

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Portfolios
behance.net/danicashe
github.com/danshelin

SKILLS & TOOLS

Skills
Visual design
Style guides
Wireframing
Prototyping
Branding
Copywriting
User research
Research analysis
HTML
CSS
JavaScript

Tools
Figma
InVision
Atom
GitHub desktop
GitHub

SUMMARY OF EDUCATION

Frontend Development for Designers
CareerFoundry, 2021

UI Immersion
CareerFoundry, 2021

Honours B.A. / Linguistics and East Asian Studies
University of Toronto, 2019

EDUCATION

Frontend Development for Designers, CareerFoundry, 2021
Personal portfolio website (in progress)
- Developed a personal portfolio website from scratch using HTML, CSS, and JavaScript.
- Created HTML files and CSS stylesheets using Atom
- Created responsive screen layouts by defining breakpoints for mobile, table, and desktop devices
- Applied CSS transitions and animations to buttons and SVG elements
Tools: Atom, GitHub Desktop, Github

UI Immersion, CareerFoundry, 2021
Noteit
- Designed a mobile app to help students manage their course loads and short-term schedules.
- Conducted research analysis on similar existing apps to make note of common UI patterns and their functionalities
- Created low, mid, and high-fidelity wireframes using pencil sketches and Adobe Xd
- Created a style guide using Adobe Xd and updated it throughout the design process
Tools: Adobe Xd

Second Chef
- Designed a responsive web app for second-gen East Asians to discover, share, and learn about the foods of their cultures.
- Conducted user research through user interviews with 3 members of the target audience and developed user personas based on research
- Ideated project requirements by establishing Jobs to be Done and defining the minimum viable product
- Created wireframes and user flows with Figma and Lucidchart
- Created prototype with Marvel and conducted user testing
- Designed responsive layouts and defined breakpoints for various devices and screen sizes (mobile, tablet, desktop)
Tools: Adobe Xd, Figma, Lucidchart, Marvel

TrackList
- Designed a native mobile app for iOS and Android that allows users to create multiple watchlists of various East Asian shows, regardless of media type (e.g. animation, reality)
- Conducted research analysis on similar existing apps to make note of common UI patterns and their functionalities, as well as areas of improvement
- Created wireframes and user flows using pencil and paper, refined with Adobe Xd
- Created two prototypes for each system with InVision and conducted user resting
- Utilized iOS and Android UI kits to ensure that designs adhered to system guidelines
Tools: Adobe Xd, InVision

MoneyTree
- Designed a mobile and web app that helps users unfamiliar with finances to set short-term financial goals and manage their budgets to achieve them.
- Designed brand guidelines in accordance with the provided project brief and updated it accordingly throughout the design process
- Created user flows with Lucidchart and defined user stories
- Created low, mid, and high-fidelity wireframes using pencil sketches and Adobe Xd
- Created prototype with InVision and conducted user testing
Tools: Adobe Xd, Lucidchart, InVision

Honours B.A. / Linguistics and East Asian Studies: University of Toronto, 2019

INDEPENDENT PROJECTS & EXPERIENCE

Art exhibitor
* Created and sold art merchandise at local events to attendees
* Greatly expanded and developed illustration portfolio
* Developed new creative skills such as designing merchandise and bookbinding

Tools: Photoshop, Clip Studio Paint, Square

Anime North 2019
* Illustrated and designed 10+ original pieces to sell as prints and 10+ merch items (vinyl stickers, acrylic charms, bookmarks)
* Sold prints, merch, and commissioned art pieces completed during the event and achieved over $1,000 in sales

FanExpo 2019
* Designed, formatted, and printed three 4x5" data books for a video game franchise, each with 20+ unique pages, handbound with coloured cardstock
* Sold 10+ commissioned art pieces completed during the event

Kimikon 2019
* Updated the data books to be 5x8" with 80+ unique pages of information and character profiles, handbound

PROFESSIONAL EXPERIENCE

DLS Technology Corp., Ottawa
Dec 2017 – Nov 2019

Graphic Designer / Business Operations Analyst

Redesigning the company website
* Created UI interface design for DLS products and services
* Researched methods for creating website, such as hosting platforms and developers
* Provided detailed feedback on visual elements of website such as typography and layout
* Designed graphics to be used for website and maintained and updated website after launching

Tools: Photoshop, WordPress

2018 Growth 500, Canada's Fastest-Growing Companies
* Researched and compiled all necessary information and requirements to apply for Canada's Growth 500 & proofread and copyedited the application for grammatical errors

Starbucks, Toronto
Nov 2019 – Mar 2020

Barista

Only Human Dance Collective, University of Toronto
Aug 2018 – Jun 2019

Administrative Director

VOLUNTEER EXPERIENCE

Only Human Dance Collective, University of Toronto
Sept 2016 – Mar 2019

Choreographer

Only Human Dance Collective, University of Toronto
Sept 2015 – Mar 2019

Dance member