

# DARBY YULE

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## PROFILE

I am a dedicated UX Designer with a robust background in user-centered design and a UI/UX Certificate from the University of Alberta. I create intuitive, visually appealing interfaces, align design strategies with business goals, and conduct comprehensive user research.

## SKILLS

<b>Design</b>	User Experience Design   Responsive Design   Content Management Systems   Information Architecture
<b>Technical</b>	Usability Testing   Wireframing   Rapid Prototyping   Figma   Adobe Creative Suite   InDesign   HTML   CSS
<b>Soft Skills</b>	Leadership   Communication   Collaboration   Critical Thinking   Creativity   Team Player

## EXPERIENCE

<b>UI/UX Designer</b>	Freelance   Burnaby, BC May 2023 - Present
<ul style="list-style-type: none"><li>Creating user centred designs and research for independent clients.</li><li>Developing Design Strategy, Design Systems, Logos and Information Architecture for small businesses.</li><li>Clients include: Prince George Community Counselling Centre, Darkhorse Emergency, Peble.</li></ul>	
<b>Behaviour Support Worker</b>	School District 44   North Vancouver, BC Nov 2020 - Present
<ul style="list-style-type: none"><li>Observation and development of Functional Behaviour Assessments.</li><li>Strategizing and developing plans to improve behaviour and success in the class for students with complex needs.</li></ul>	
<b>Musician/Songwriter</b>	The Yule Brothers   North Vancouver, BC Jan 2012 - Oct 2022
<ul style="list-style-type: none"><li>Writing, recording and performing music/other artistic ventures.</li><li>Entrepreneurial duties such as brand development, negotiating money, booking tours, social media management, content design, grant writing, managing technical contractors.</li></ul>	
<b>Youth Care Worker</b>	School District 57   Prince George, BC Sept 2012 - Sept 2020
<ul style="list-style-type: none"><li>Outreach and care for 15-30 students designated 'Severe Mental Health or Behaviour'.</li><li>Crisis Intervention and mediation (suicide/threat prevention, substance abuse, grief and loss)</li></ul>	

## EDUCATION

UI   UX Certificate	University Of Alberta   Edmonton, AB   2023
Community Access Certificate	College Of New Caledonia   Prince George, BC   2012

## PROJECTS

<b>The Yule Brothers</b>	Songwriter   Prince George, BC Jan 2011 - Oct 2022
<ul style="list-style-type: none"><li>Developed and lead a professionally touring musical act for over a decade.</li><li>Career highlights include: releasing four studio albums, completing four Cross Canada Tours, premiering two singles on CBC Radio 2, 120k career Spotify streams.</li></ul>	
<b>Community Counselling Centre Website</b>	UI UX Designer   Burnaby, BC July 2023
<ul style="list-style-type: none"><li>Complete redesign of the mobile and desktop website for the Prince George Community Counselling Centre.</li><li>This included upscaling of UX Research, UI Design, Icon Design, Content Design, and Website Development.</li></ul>	
<b>Telus Optik: Then   Now</b>	Producer   Prince George, BC Sept 2023
<ul style="list-style-type: none"><li>Conceptualized and developed a six part documentary/performance about songwriters from the Northern British Columbia region. Songwriters told behind the scenes stories about their development as artists to an intimate audience.</li><li>Duties performed included concept development, customer research, generative research, content design, media outreach, social media advertising, interpreting analytics, and graphic design.</li></ul>	