ZOE AMARAL

UI/UX/FED

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28 Dublin St South, Guelph, ON

https://flyteck.github.io/Portfolio-Site-Zoe/index.html

Expertise

UI/UX

FED

Graphic Design

Key Skills

Wireframing

Prototyping

Typography

Iconography

Graphic design

Illustration

Style guides

HTML & CSS

Javascript

Tools

Figma

Sublime Text

Clip Studio Paint EX

Adobe Photoshop

Adobe Illustrator

Canva

Education

High School Diploma | 2016

Regional Arts Program (Visual Arts)

Mayfield Secondary School | Ontario

Bachelor of Arts | 2020

Studio Art Major, Psychology Minor

University of Guelph | Ontario

UI/UX Certification | 2023-2024

Career Foundry | Remote

Summary

UX/UI designer and web developer with a background in graphic design, illustration, and web design and development for comics. Designed websites for comics and character information. Learned and wrote vanilla JS for multiple websites, for a variety of different and custom functions. Background in illustration and comics, with a strong understanding of colour theory and visual design.

Experience

Digital Illustration & Comic Artist | Freelance | 2012 - Present

illustration commissions, comic commissions, indie comics

- Received freelance commissions for comics and illustrations, as well as personal scripts
- Worked with clients on multiple iterations of concepts; made changes, adding my own creative spin and offering suggestions when requested; and adapted techniques to create works that exactly met clients' needs
- Created tailored, custom illustrations and comics to express characters and tell stories

Graphic Artist | Hatch Coding | April 2021 – March 2022, additional short contracts

site graphics, site pet illustrations & outfits

- Hatch Coding wanted to enhance the user experience for their young students by implementing a virtual pet based reward system, with variable pets and accessories
- Worked with the design, code, and teaching teams to ideate an create pet concepts; created these pets, with various colour versions and growth stages; designed and created dozens of accessories and outfits, fit to each species and age; and worked on other graphic projects to help bring a consistent and playful feel to all company pages
- Young users were given a new, exciting motivator for their classes; Hatch's unique visual identity was strengthened

Custom Framing Personal Designer | Michael's | April 2022 – August 2022

custom framing and art adivosries

- Customers with wide varieties of artwork they desired to display and protect
- Consulted with customers to learn about their pieces; discussed options for frames, mats, and alternative mounting options such as canvas or Plak-It, using my art background to offer reputable advice; worked with customers to find a beautiful solution for their unique piece based on their price range; mounted and assembled customer work; and packaged it safely for pickup
- Customers received tailored services, allowing for their important pieces of art to be beautifully displayed and preserved in their homes

Comic Site Web Development & Design Practice | Freelance | 2024 - Present

illustration commissions, comic commissions, indie comics

- My web dev experience was limited, especially on non-personal projects
- As a member of a community of comic artists, approached fellow comic artists using default html templates for their comic sites and created custom sites as practice; worked closely with them to create sites suited to their comics' unique styles and themes.
- Gained more experience working for clients, and using different techniques and templates based on the comics' existing setup - resulting in a better platform to display these wonderful works of art