



JANE LOR

MARKETING + DESIGN

CONTACT

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EDUCATION

University of Waterloo

(Sept 2014 - Present)

Honours Arts and Business

Candidate for Bachelor of Arts in

Sociology & Digital Arts Communication

SKILLS

Adobe: Photoshop, Illustrator, InDesign

Web Development & Design:

HTML/CSS, Bootstrap, Wordpress,
Javascript, Tableau

Marketing: Google Analytics, Marketo,
Nielsen Data, Salesforce, Excel

Other: Project management, User
Experience, Cross-functional collabora-
tion, Data analysis and visualization,
Leadership

WORK EXPERIENCES

RBC Amplify, UI/UX Designer

May 2018 - Present

- Conducted user experience research on RBC's Advice Centre to discover pain points and improve the overall customer journey
- Produced and designed "Genie", a prototype dashboard for internal teams to visualize the Advice Centre data
- Created prototypes using high and low fidelity design tools, iterating quickly to incorporate new concepts and test new designs

RBC, Graphic Designer

Jan 2018 - Apr 2018

- Collaborated with the Intrapreneurship Team to create new content and graphics on the RBC Connect page
- Designed graphics using Adobe Illustrator and InDesign to develop high-quality marketing materials for distribution
- Conceptualized original creative ideas for production in relation to the RBC Intrapreneurship program

Seneca College, E-Learning UX Designer & Developer

May 2017 - Aug 2017

- Developed online courses using Articulate Storyline to create interactive content for students to enhance learning and user experience
- Collaborated with Subject Matter Experts to lead and execute courses ensuring project timelines were met

Influitive, Demand Generation Marketing

Sept 2016 - Dec 2016

- Implemented and deployed email marketing campaigns in Marketo increasing event attendance and generated leads from asset downloads
- Updated and revised landing pages, implementing A/B testing to increase website traffic and page views
- Led and executed Account Based Marketing campaigns resulting in a 3.4% sales-qualified opportunity rate

EXTRA-CURRICULARS

OneMatch, Graphic Designer

May 2016 - Present

- Design marketing materials across multiple media formats including print and web using Adobe Creative Suite
- Lead brainstorming sessions and meetings regarding marketing and social media campaigns, event planning, and content strategy