



JANE LOR

MARKETING + DESIGN

CONTACT

EMAIL: jane.lor@uwaterloo.ca

PHONE: (647) 981-2696

LINKEDIN: www.linkedin.com/in/janelor

PORTFOLIO: janelor.github.io

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, Invision, Sketch

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

Other: Project management,
User experience, Cross-functional
collaboration, Data analysis and
visualization, Leadership

WORK EXPERIENCES

RBC Amplify, UI/UX Designer

May 2018 - Aug 2018

- Conducted user experience research on the RBC 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

EXTRA-CURRICULARS

University of Waterloo, Residence Life Don

Jan 2016 - Apr 2019

- Maintain personal relationships with 75 upper-year students to ensure approachability, resourcefulness, and to foster a cohesive community
- Collaborate with Waterloo Alumni to design and lead experiential learning workshop for students in residence
- Communicate with team members to plan, organize, and facilitate residence-wide events for students

OneMatch, Graphic Designer

May 2016 - Dec 2018

- 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