

# Natasha Iskayne

## User Experience & Brand Designer

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### Work Experience

#### Government of Canada / Brand & UX Designer

OCT 2022 - PRESENT

As part of the Transformation Communications team at Employment and Social Development Canada, I implement new design interfaces while coordinating with the Treasury Board of Canada and adhering to the Accessibility Centre of Excellence's style guide. I audit and apply web accessibility knowledge across all intranet sites.

In addition to my role as a UX designer, I assume a leadership position in project and operations managing. I oversee the planning, execution, and delivery of new programs, team projects & social initiatives. My responsibilities include organizing daily SCRUM meetings, developing work plans, and monitoring site performance indicators through data analysis of both quantitative and qualitative reports. My critical role lies in streamlining processes and ensuring quality assurance across all initiatives.

#### Martello Technologies / Brand & Graphic Designer

MAR 2020 - AUG 2022

I collaborated on design initiatives with the marketing and communications team and lead the company's brand redesign, website relaunch, advertising and rebranding. I crafted fresh UIs, digital graphics and other creative works. I developed engaging content such as eBooks, infographics, blogs, pamphlets, and case studies, while improving user experience & optimizing marketing collateral throughout all digital platforms.

#### BXD MEDIA / UX Designer

MAR 2018 - AUG 2020

I designed interfaces for both companies and private clients while applying user experience design principles & maintaining their respective style guides. I was tasked with developing interfaces, prototypes, interactive components, branding and applying proper user strategy across all works.

#### NASHIE ATELIER / Brand & Graphic Designer (Freelance)

2017 - 2022

I developed a wide variety of cross media projects with a strong focus on branding, illustrations, advertising, video editing, UI design and interface prototyping for startup companies and private clients such as VCA Canada, The Ottawa Humane Society, Unlimited Capabilities, 40K Kangaroo Court, Esports Teams & Bellerose XD.

### Education

#### Seneca College

SEP 2021 - APR 2022

Graphic Design + specialization in User Experience Design

#### Algonquin College

SEP 2019 - APR 2020

Graphic Design (continued at Seneca College)

#### Carleton University

SEP 2019 - APR 2020

International Development & Globalization with minor in Sociology (BGInS)

### Skills

**Languages:** English (Native) + French (Native), Arabic (Native) + Spanish (Intermediate)

**Design & Software:** Adobe Creative Suite Master + Graphic Design + Figma + Mockups + Figma + Product Design + Animation + Video Editing + Illustrations + Animation + Concept Sketching + Wireframes + Prototyping + Visual Presentations + Typography + JavaScript + React + HTML/CSS + Web Design + Mirro

**Project Operations:** Adobe Analytics Trained + SCRUM Master + Microsoft Suite Master + Problem Solver + Administration + Accessibility Services Trained + Detail Oriented + Metrics & Data + Team Building + Branding + Plain English Trained + Marketing Ops + Project Managing

### The Extras

Coffee Enthusiast + Self Proclaimed Tetris Master + League of Legends Player (Platinum) + Matcha Lover + Tech Junkie + Polyglot in Training + Painter + Clumsy Latte Artist + Cat Lady + Occasional Streamer