

# Linford Mark Robinson

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Toronto



Canada

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A UX Designer who tirelessly searches for simplicity and elegance through qualitative measures. An innovative problem-solver who delivers robust mobile and website concepts to improve web platforms and performance.

## Summary of Skills

- User Research
- Responsive Web Design
- Wireframing and Prototyping
- Usability testing
- Figma, Adobe XD, Photoshop
- HTML, CSS, Javascript, Github
- Interaction Design
- Deductive Reasoning
- Presenting ideas to the team and stakeholders
- Conflict resolution
- Entrepreneurship and Project Management
- Screewriting and Storytelling

## Work History

### Role: UX/UI Designer

#### Canada Energy Regulator (CER)

Our mandate was to redesign the government energy website to one that is approachable, user-friendly, and intuitive. We achieved this by disencumbering the primary navigation of unnecessary information while re-modelling the information architecture. Users can now easily perform tasks and search information within 2-3 clicks.

- Provided both qualitative and quantitative analysis techniques to continuously improve end user experiences.
- Analyzed user feedback to ameliorate user concerns and pain-points and to influence future UX Updates.
- Created desktop version of the CER while collaborating on the mobile design

### Role: UX/UI Designer

#### The Red Door Shelter

The stakeholders wanted to update their site with an emphasis on being a part of the community and make charitable donations and volunteering an easier pathway. We updated the esthetics of the site by introducing a more contemporary colour palette while respecting what they already have. Further, we created easier pathways for donations and volunteering by instilling the feeling of community. This resulted in a more pleasurable experience by users as it was esthetically more pleasing with new and improved intuitive functions.

- Heuristic evaluations
- Constructing moodboards, color palettes, new fonts, and style tiles
- Liaising between stakeholders and the team to facilitate communicating of ideas

### Role: UX/UI Designer

#### Website Re-design

The stakeholders wanted to update their site with an emphasis on being a part of the community and make charitable donations and volunteering an easier pathway. We updated the esthetics of the site by introducing a more contemporary colour palette while respecting what they already have. Further, we created easier pathways for donations and volunteering by instilling the feeling of community. This resulted in a more pleasurable experience by users as it was esthetically more pleasing with new and improved intuitive functions.

- Provided both qualitative and quantitative analysis techniques to continuously improve end user experiences.
- Analyzed user feedback to ameliorate user concerns and pain-points and to influence future UX Updates.
- Presented designs and concepts to the team and stakeholders.

## Education

### Certificate in UX/UI: The University of Toronto

Minored in Political Science