

# Jordan Lipson

## EXPERIENCE

### CU Blueprint – Product Designer

*Nov 2022 – Present / Ottawa*

Collaborating with a team of designers to completely redesign the web app interface for the non-profit AlloCanada, a platform that centralises services for refugees. I'm taking on a leadership position to communicate with internal stakeholders and mentor my team in design thinking.

### TOHacks - Social Media Coordinator

*July 2022 - Present / Toronto (Remote)*

- Created social media content (stories, posts) for a combined Instagram and Facebook following of 3k+ users to drive awareness and interest to one of Toronto's largest hackathons
- Reorganised the entire Figma design system to increase productivity and facilitate developer handoff

### Kynza - UX/UI Design Intern

*April - July 2022 / Remote*

- Performed a heuristic evaluation and a UI audit, identified and documented bugs, conducted usability testing to address pain points
- Created design artefacts such as user flow maps and wireframes, as well as low and high-fidelity prototypes
- Assisted in UX research and analysis
- Presented designs to internal stakeholders
- Adhered to project deadlines and drove the project from ideation to a complete hi-fi prototype within 2 months

### BrandEQ - Web Developer Intern

*June - August 2020 / Toronto (Remote)*

- Redesigned the interface of our client's website to improve aesthetic and accessibility through researching market trends and strategies
- Lead my team to develop the prototype and deliver the final website on time and with tremendous feedback

## EDUCATION

### Carleton University

Bachelor of Cognitive Science (B.Cog.Sci) Concentration in Computer Science

*Sept 2021 - Present / Ottawa*

- Minor in German
- Awarded Dean's Honour List 2021-2022
- Awarded and maintained highest renewable entrance scholarship

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Toronto / Ottawa

## DESIGN METHODS

Heuristic Evaluation, Journey Mapping, Wireframing, Prototyping, Interaction Design, Product Strategy, User Research, Usability Testing

## TOOLKIT

Figma + FigJam, Sketch, Jira, Adobe XD, Photoshop, Illustrator, Canva, Microsoft Office Suite

HTML/CSS, JavaScript, React, Material UI, Python, Java, Git

## LANGUAGES

English  
French (Bilingual)  
German  
Spanish

## ACTIVITIES

### UofTHacks X 2023

Overall 3rd Place Winner

### Technovation Girls 2019

Finalist (Top 4 Senior Teams)