



# KARA BRUCE

UX/UI Designer

## SUMMARY

UX/UI Designer with special interest in Frontend Development.  
Forever analysing the expanding world of economics, advertising and psychology.

Kara Bruce

Guelph, Ontario, Canada

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Portfolio - January 2020

## SKILLS

Branding & Identity  
User Research  
Competitive Analysis  
User Stories  
User Flows  
Content Strategy  
Hi-Fi Mockups  
Usability Testing  
Management  
Leadership  
Public Speaking  
Marketing  
Promotion  
Analysis  
Typography  
Color Theory

## TOOLS

Adobe Creative Suite  
Adobe XD  
Figma  
Sketch  
InVision  
Usability Hub  
HTML, CSS & JavaScript  
jQuery  
Git/GitHub  
Command Line



## EXPERIENCE



2018 - 2020

### Bloc

UX/UI Design & Front-end Development

- Completing a 1000+ hour project-based program under remote mentorship of accomplished UX professionals.
- Participating in design critiques to provide feedback to fellow students.
- Building projects from idea conception through front-end development.
- Independently conducting research, surveys and testing to produce branding, mockups, and other design deliverables



2015 - Now

### Athlete

- BMX Freestyle Athlete *Team Canada*
- Consulting Editor *Magnolia & Bloom BMX*
- Brand Ambassador *NoWear BMX*



2014 - 2015

### Freelance

- Lead Generation *FranchiseBlast*
- Marketing, Graphic Design, Athlete *TV Series Street Velodrome*
- Brand Development *Inner Cycle*



2013 - 2014

### Resorts of the Canadian Rockies

Event Coordinator, Marketing Manager

- Manage relationships with local businesses & government
- Recruiting, training and motivating staff/volunteers
- Attend and promote events
- Budget & schedule creation and retainment
- Liaising with all departments
- Ensure events are safe & coordinate with emergency services
- Attending weekly operation and management meetings
- Marketing and promotion of all events



## EDUCATION



2006 - 2010

### University of the Creative Arts, UK

BA Hons in Design, Branding and Marketing



## SOCIAL



karagb



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linkedin.com/karabruce



facebook.com/kara.gaetzbruce