Laura Slobodcicov

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Calgary, Alberta

Professional Profile

- Current student of SAIT's New Media Production & Design program seeking a position in Graphic Design, UX Design, and Marketing
- Exceptionally skilled in wireframe, storyboard, user flows**,** and site maps to effectively communicate interaction and in giving design ideas
- Experienced in being the customer's voice and influencing the business with the customer's needs
- Proficient in Adobe XD, Figma prototyping tools, usability testing
- Proficient in graphic design software, including Photoshop, Illustrator
- Developing strategic marketing plans that align with brand objectives and resonate with target audiences
- Crafting visually compelling marketing materials, including digital ads, and social media content
- Leveraging insights from UX design and graphic design to create impactful marketing campaigns
- Strong problem-solving and recommending a solution
- Developing the ability to work effectively in cross-functional teams, collaborating with writers, designers, developers, and other professionals

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Education

**Graduation expected
December 2023**

New Media Production and Design
Southern Alberta Institute of Technology, Calgary, AB

Key Concepts

- Graphic design fundamentals
- HTML and CSS web page development
- Communication skills
- Worked on team long term projects
- Project management, personal time management and task management

High School Diploma   **Feb 2017 – Jun 2018**
Robert Thirsk High School, Calgary, AB

Work Experience

Warranty Technician   **Apr 2021 – Nov 2022**
Bucci Developments, Calgary, AB

Key Successes:
- Detailer
- Construction and finish clean for move-in

Apr 2019 – Jan 2020

Bus Attendant
Dreams Transportation, Calgary, AB
Help to assist the bus driver in taking care of the special needs children

Key Successes:
- Responsible for providing safety for the children to reach their destination
- Watch more than four children at the time