

Laura Slobodcicov

slo.laura11@gmail.com

<https://www.linkedin.com/in/lauraslobo/>

<https://www.lauraslo.com/> (Desktop Version)

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

Education

New Media Production and Design

Southern Alberta Institute of Technology, Calgary, AB

Graduation expected
December 2023

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

Robert Thirsk High School, Calgary, AB

Feb 2017 – Jun 2018

Work Experience

Warranty Technician

Bucci Developments, Calgary, AB

Apr 2021 – Nov 2022

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

Brand Associate

Old Navy, Calgary, AB

Dec 2018 – Apr 2019

Assist the customers on the floor and organize the clothes

Key Successes:

- Everyday interactions with more than two customers at the time
 - Help costumers needs
-

Volunteer**IncluCity Calgary**

May 2023 (Current)

- Tasks are organized on a weekly basis to align with the specific requirements of the client
- Use Figma to design and iterate on high-fidelity user interfaces that are visually appealing, intuitive to use, follow inclusive design principles/notions
- Integrate new ideas and research findings into design processes
- Create wireframes, mock-ups, and prototypes to communicate design concepts and user flows
- Conduct user research and testing to validate and improve designs

YMCA

Sep 2017 – Aug 2020

- Helped organized and cleaned the weight floor to provide the best place for the members to train

YIP (Youth Inclusive Program)

Apr 2018 – Aug 2019

- Immigration program for new youth immigrants
-

Certifications**Bootcamp UX Design**

Feb 2021 – May 2021

IGTI, Brazil

Key Concepts:

- Developed personas, user stories, and user journey maps
 - Conducting usability studies
 - Creating wireframes and prototypes
-

Languages

- English: Fluent
- Portuguese: Native
- Spanish: Limited working proficiency