

Laura Slobodcicov

slo.laura11@gmail.com

Calgary, Alberta

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

Professional Profile

- 2nd-year NMP student seeking an intern position to gain professional experience
 - 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.
 - 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

May 2022 (Current)

New Media Production and Design

Southern Alberta Institute of Technology, Calgary, AB

Key Concepts

- Photoshop, and Illustrator
- Front- and back-end web development using HTML, CSS, JavaScript, PHP, and FTP to transfer tools for collaborative work
- Website content and comprehensive of the media and design industry

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**Dec 2018 – Apr 2019**

Old Navy, Calgary, AB

- Assist the customers on the floor and organize the clothes

Key Successes

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

Volunteer**IncluCity Calgary****May 2023 (Current)**

- o Use Figma to design and iterate on high-fidelity user interfaces that are visually appealing, intuitive to use, follow inclusive design principles/notions
- o Integrate new ideas and research findings into design processes.
- o Create wireframes, mock-ups, and prototypes to communicate design concepts and user flows.
- o Conduct user research and testing to validate and improve designs.

YMCA**Sep 2017 – Aug 2020**

- o 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**

- o Immigration program for new youth immigrants
-

Certifications**• Bootcamp UX Design****Feb 2021 – May 2021**

IGTI, Brazil

Key Concepts

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

Language

- Portuguese, English native or bilingual proficiency
- Spanish limited working proficiency