

Lyn Michelle Cruz

Immcruez@uwaterloo.ca

+1 (289) - 423 - 3334

lynmichellecruz.github.io/lynmichellecruz/

linkedin.com/in/lynmichellecruz

EDUCATION

University of Waterloo

2018 - Present

Bachelors of Fine Arts and Business
with Digital Art Specialization and
Computing Option

TOOLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe Premiere
Adobe XD
Figma
InVision
Procreate for iPad
Microsoft Office Suite

CODE

HTML/CSS
Processing (p5.js)

INTERESTS

Cooking
Reading
Travel
Drawing/Painting

RELEVANT COURSEWORK

FINE 229 - Hybrid Digital Media
FINE 228 - Digital Imaging
CS 105 - Introduction to Computer
Programming
CS 200 - Introduction to Advanced
Computer Concepts
MGMT 244 - Principles of Marketing

RELEVANT EXPERIENCE

UX Design Developer — IleTTonna

April 2020 - Present

Developed and iterated upon 23 different IOS and Android wireframes for an upcoming app while working with a team of 6 developers and 3 designers.

Creating and designing original mascot to enhance MomsOverMatter and MomsInMind applications.

Design Documentation Developer — University of Waterloo

Jan 2020 - April 2020

Individually implemented and led complete re-design of faculty research posters for over 42 staff members.

Led complete creative direction of 3 frequently asked questions video to create fresh new videos using Premiere Pro.

Used Adobe InDesign and Adobe Illustrator to create informative comics for print and digital usage.

Coordinated with 3 Systems Design Engineering teams to develop 3 inspirational videos of their capstone projects for hundreds of people to see.

Marketing & Graphics Coordinator — ARBUS Society

Jan 2020 - April 2020

Using InDesign and Illustrator to design weekly engaging content for @arbussociety Instagram and Facebook social media channels to boost engagement throughout the semester.

Organized multiple social media advertisements seen by an estimate of over 600 ARBUS students and mass emailed to ALL ARBUS students.

Graphic Designer — StarterHacks

Jan 2020 - April 2020

Collaborated and co-designed promotional posts, shirts and name badges for over 1000 participants, sponsors and volunteers for StarterHacks 2020 using Figma.

Assisted with establishing new brand guidelines to further expand StarterHacks' image, through collaboration with design team and co-leads.