

# Lyn Michelle Cruz

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## 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

**FINE229** - Hybrid Digital Media  
**FINE228** - Digital Imaging  
**CS105** - Introduction to Computer  
Programming  
**CS200** - 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.