

# lyn michelle cruz

## experience

### UX Design Developer | lleTTonna

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

- Implemented and re-designed faculty research posters for over 42 staff members, 3 FAQ videos and informative comics using [Adobe Creative Suite](#).
- Coordinated with 3 Systems Design Engineering teams to develop 3 inspirational videos of their capstone projects for hundreds of people to see.
- Succeeded in communicating what Systems Design Engineering is, what they do/learn through projects created using [communication](#) skills.
- Managed a \$5000 for equipment and other necessary needs needed to complete projects.

### Marketing/Graphics Coordinator | ARBUS Society

Jan 2020 - April 2020

- Designed weekly marketing content for social media using creativity skills and tools such as [InDesign](#) and [Illustrator](#).
- Organized multiple social media advertisements seen by an estimate of over 600 ARBUS students and mass emailed to ALL ARBUS students.

### Graphic Designer | StarterHacks

May 2019 - Jan 2020

- Participated during weekly meetings to brainstorm ideas, discuss future and current projects, design elements and have project critiques.
- 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.

## projects

### Daily UI Challenge

May 2020 - Present

- Using [problem solving](#) and [design](#) skills to create different ui designs on a daily basis.

### Mural Design

Jan 2020 - Present

- Designing a large scale mural for Thinktum Inc. in their office that represents the values the company stood for.

## contact

[Immacruz@uwaterloo.ca](mailto:Immacruz@uwaterloo.ca)

[linkedin.com/in/lynmichellecruz](https://www.linkedin.com/in/lynmichellecruz)

[lynmichellecruz.github.io](https://lynmichellecruz.github.io)

## skills & Interests

Visual Design  
User Experience Design  
User Interface Design  
User Research  
Design Thinking  
Marketing Design  
Publication Layout & Design

## language tools

HTML/CSS  
Processing

## tools

Adobe CC (Photoshop, Illustrator, InDesign, Premier Pro, After Effects, XD)  
Figma  
InVision  
Procreate  
Autodesk Sketchbook  
Microsoft Office Suite

## education

University of Waterloo  
2018 - Present

[Bachelors of Arts](#) - Fine Arts and Business with Digital Art Specialization and Computing Option