lyn michelle cruz

contact

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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.

skills

Visual Design
User Experience Design
User Interface Design
User Research
Design Thinking
Marketing Design

language tools

HTML/CSS
Processing

tools

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

education

Candidate for Bachelors of Arts - Fine Arts and Business major, Digital Art Specialization and Computing Option

University of Waterloo
2018 - Present
expected April 2023