



# Product designer.

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## Profile.

Passionate UI/UX Designer with a unique background in multimedia communication. A team player with experience in delivering projects within budget on time. Skilled in design system for human-centered design user experiences.

## Hard skills.

### Product Thinking

Customer journey, Empathy map, Human-centered design

### UX Research

User surveys & Interviews, Competitor analysis, Usability Test, A/B Tests.

### Design

Typography & Branding, Graphic Design, Storyboard, User flow, Site map, Wireframe, Prototype, UI Design, Motion graphics, Programming (HTML, CSS, JavaScript)

## Soft skills.

Delivering Presentations

Customer Service

Team work

Problem Solving

Critical Thinking Skills

Interpersonal Skills

Active Learning

## Education.

### Interactive Media Design | Seneca College

2023/2024

UI/UX design, Branding, Marketing Strategy, 3D, Motion design, Front-end Web development

### UI/UX | Zero To Mastery Academy

2023

Design system, Motion And Micro Interactions

### Multimedia | Academy of Journalism & Communication

Communication theory, media campaign planning, Social Media Post design

2022

## Work experience.

### Part-time crew member | McDonald's

03/2023 - Present

- Provided excellent customer service, handling inquiries and ensuring customer satisfaction.

### UX Case Study | Locket Widget

11/2023

- Elevated the user experience by introducing new features and functionalities that enrich the core concept of real-time photo sharing among close friends for the app.
- Explored problems and create solutions using the double diamond framework.

### Graphic Designer | MacLight Company

04 - 11/2022

- Designed appealing marketing banners for an e-commerce shop that resulted in increase in product views and sales.
- Collaborated with the marketing team to ensure consistent brand representation and client satisfaction by incorporating client briefs into design projects.

## Awards.

### First Prize - Show It NOW 2023: We Earth Arena Multimedia Education Centre

10/2023

Competed against 1000 candidates to win the top prize for a compelling environmental storytelling poster