



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, A/B Tests, Competitor analysis, Usability Test.

Design

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

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 2022

Communication theory, media campaign planning, Social Media Post design.

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.