

Hi, I'm Noah

Noah Pratt
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I'm a design + business specialist with a passion for people, experiences, web design, and coffee. I'm a motivated and hardworking individual, with a drive for helping others; a creative thinker, and overall curious as to how things work. I have a strong ambition for learning, and I'm always looking to grow!

Things I do

- Four years background designing meaningful user experiences using Figma
- Solve problems through creative collaboration, and a keen eye to details
- Three years experience using HTML, CSS, and JavaScript for effective web design
- Strong passion for intention, and a drive to continually learn through experience
- Six years experience with Adobe CC (InDesign, Photoshop, Illustrator, etc.)

Things I've done

Designer

Trualta Inc., Ottawa ONT (Remote), June 2020—present

- Collaborate with the product team to interview and research users, identify opportunities, and increase engagement across our learning portals
- Experiment and debrief testing using programs like Figma, Unbounce, and Google Analytics
- Create print and digital marketing collateral to promote solutions on a range of platforms
- Produce video content such as educational modules and user experience videos, including editing live action clips, and developing animations
- Lead the development and training of customizable marketing kits for agency partners, resulting in increased client collaboration, satisfaction, and mutual outreach

Design Manager

HOBY World Leadership Congress, Chicago IL, February—July 2018, 2019

- Coordinated with the Marketing and Publicity team to establish and maintain brand management based on core KPIs
- Researched and reinforced the needs of the organization, built an identity based on the tone and values of the event program
- Developed a spreadsheet system to manage analytics and sales of store items to streamline operations, leading to an ongoing organized system

Director of Operations

GBDA Student Society, University of Waterloo, September 2019—April 2021

- Plan and execute events targeted to the betterment of the student population
- Communicate alongside GBDA Society with administrative staff and external businesses to find opportunities to improve student community

Co-Director of Junior Staff

HOBY Western Ontario, Ridgetown ONT, September 2017—May 2019

- Coordinated meetings and training modules with the staff members, ensured everyone received the proper guidance for their position
- Led a staff of 20 high-school students by promoting effective team work, leading to an inclusive work environment

Accomplishments and Awards

2019: **CLAC Youth Scholarship Recipient**, Canada wide honor

2015: **Ontario Volunteer Service Award**, Youth Honors

2012 to present: Over 800 hours volunteered in the community

Education

Honors Bachelor of Global Business and Digital Arts

University of Waterloo, Waterloo ONT, September 2017 - April 2021

- Dean's Honor List, April 2018—2021

Relevant Course:

- Cross-Cultural Digital Business, trained in personas, design thinking, and iterative design with a focus on viable application to relevant user needs within a global context

Certificate in Media Fundamentals with High Honors

Sheridan College, Oakville ONT, September 2015—April 2016

Computer Proficiency

- Proficient in HTML, CSS, client-side JavaScript, Microsoft Office, responsive web design
- Proficient in all Adobe CC programs, branding, photography and videography