

An Aspiring User Experience Designer

- CREATIVE THINKING
- CREATIVE STORYTELLING
- CREATIVE IMPACT

### **CONTACT:**

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### **EDUCATION**



**Honours Bachelors of Arts** 

Digital Enterprise Management Specialist Third-year Student

- Focuses on digital technologies in relation to business management
- Joint program with Sheridan College to enhance hands-on application of business information system

### **EXPERIENCE**

#### **DATA ANALYSIS PROJECT** SEPT – DEC 2018

- Using the SDA Tool (Survey Documentation and Analysis) at the U of T Data Library, Canada's current survey data was analyzed and evaluated
- Low-fidelity and high-fidelity prototype of a website by developing a flow-chart diagram andfunctioning website

#### PORTFOLIO WEBSITE USING BOOTSTRAP

SEPT - DEC 2018

- Applied my knowledge of conceptual processes, strategic design thinking and communication, user research, design development, graphic design and content/media production.
- Designed wireframes and the information architecture and graphically designed a web interface by using web mark-up and programming to implement a usable design.

#### **STANDALONE WEBSITE**IAN – APR 2018

- Analyzed large-scale websites from an information architecture standpoint and designed and developed with usability at the centre.
- Applied principles of information architecture, personas, wireframes, prototyping and design of usable content navigation to semantic web design.
- Accessibility, AODA compliance and application of W3school 2.0 in developing inclusive interfaces.

# STRATEGIC ANALYSIS OF INTERNAL & EXTERNAL BUSINESS ENVIRONMENT

MAY- AUG 2018

- Understanding the company's online presence by evaluating current marketing plan, target market and current marketplace evaluation
- Proposing a new website and application blueprint designs
- Using relevant keywords to attract new customers though understanding Search Engine Optimization (SEO)

# **SOFTWARE & SKILLS**

### **Programming Skills**

- HTML5/CSS3
- Bootstrap 4 Framework
- WordPress
- JavaScript
- jQuery

### **UX & Prototyping Tools**

- Adobe XD
- User persona
- User research
- User modeling
- Intelligent interface designs
- Storyboarding
- Wireframes
- Usability testing
- Google analytics

#### **Others**

- Visual Design
- Microsoft Office
- Asana

### **EXTRACURRICULAR**

### DIGITAL ENTERPRISE MANAGEMENT ASSOCIATION

**University Of Toronto Mississauga**Outreach Director

2018 – Present

Participating in a collective student representative body by recruiting sponsors to assist in making events effective. Received the opportunity to host public events.

### CENTER OF STUDENT ENGAGEMENT

**University Of Toronto Mississauga** Work-study Position

Student Organization Activity Assistant

2017 - 2018

Promoted Academic Societies and student organizations events through departments social media platforms.

#### BLACKWOOD GALLERY

**University Of Toronto Mississauga**Work-study Position
Curator & Outreach Assistant

May 2017

Organized and managed events, as well as worked with senior gallery staff, such as visiting artists, curators, and educators.

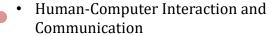
#### ART GALLERY OF MISSISSAUGA

Co-op Placement Curator Assistant

2016

Exposure to the inner workings of a public art gallery institution and promoting an awareness of curatorial and gallery careers.

# RELEVANT COURSES



- Integrative Design Project
- Information Systems
- Advanced Web Design
- Communications Research Methods
- Signs Referents, and Meanings
- Performance Assessment
- Contemporary Communication Technologies