



Paige Hetherington

UX/UI Designer, Vancouver BC

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about

Fifth-year business and design student at Simon Fraser University. Actively seeking ux design internships with a strong interest in user-centered solutions.

education

Simon Fraser University

degree anticipated August 2023

Bachelor of Business Administration, Joint Major in Business and Interactive Arts and Technology

skills

UX Research, UI Design, Experience Design, Graphic Design, Photography, Photo Retouching, Videography

certifications

Google Digital Garage

The Fundamentals of Digital Marketing

HubSpot Academy

Inbound Marketing

Hootsuite Academy

Hootsuite Platform

Microsoft Office

Word | PowerPoint | Access | Excel

client experience

Jan 2023 -
current

SAP

iXp Intern - User Interface Designer

- Designs websites for various conferences and events
- Works along diverse teams to solve problems using design

Jan 2022 -
Apr 2022

House of Funk (Semester Project)

Copywriter, Researcher, Photographer, Product Design

- Worked directly with the stakeholders and consumers to align design strategy with individual/organizational goals
- Created a funky brand voice used for all deliverables
- Worked in a team to create design solutions embedded in ethnographic studies and research

Nov 2019 -
current

Cactus Club Cafe

Content Creator, Bartender

- Films and edits promotional videos for Instagram reels
- Proposes creative ideas to Head Office

Oct 2020

Brandstorm Branding Competition

Graphic Designer, Brand Strategist, Visual Identity

- Worked directly with client to create an impactful brand strategy, visual identity, and website design

Sept 2018 -
current

Freelance Photographer

Business Headshots, Family, Couple, Editorial, Portrait, Event, Product, Landscape

leadership experience

May 2021 -
Jan 2022

Community Futures North Fraser

Social Media Marketing Coordinator

- Designed and managed custom branding on social media, print, and website (coded using WordPress)
- Increased Instagram following by 15.74% organically
- Increased average engagement by 30% on Facebook

May 2019 -
Mar 2020

SFU Student Marketing Association (SMA)

Vice-President of Visual Communication

- Aligned strategic goals with the visual identity of SMA and its 3 organizational units
- Conducted 3 personal branding and resume workshops
- Assigned graphic campaigns and provided thoughtful feedback to 8 media and design coordinators