



## CONTACT ME AT

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## SKILLS SUMMARY

### Languages

● ● ● ● ● **JAVASCRIPT**

● ● ● ● ● **HTML & CSS**

● ● ● ● ● **PYTHON**

● ● ● ● ● **JAVA**

### Software

● ● ● ● ● **ADOBÉ SUITE**

● ● ● ● ● **FIGMA**

● ● ● ● ● **SKETCH**

● ● ● ● ● **UNITY**

## AWARDS RECEIVED

**Dean's List: Faculty of Creative and Critical Studies | 2019, 2020**

**Deputy Vice-Chancellor Scholarship for Continuing Students | 2019, 2020**

**Rutherford Scholarship | 2015**

# PAIGE LATIMER

## UX DESIGNER

### WORK EXPERIENCE

#### UX Design Specialist

Simply Benefits | May 2021 - Present

- Responsible for the design of all new features on the Simply Benefits platform
- Managed the design of the public site including updates, new page design, copy writing, and front end development to optimize and improve SEO
- Designed user flows, wireframes, prototypes, and UI for web and mobile features using Figma, Sketch, and Photoshop
- Worked with and presented designs to internal and external stakeholders and collected feedback to optimize my designs
- Responsible for the redesign of the Mobile App, when launched we saw a 163% increase in app downloads and a 20% increase in app updates

#### Design and Marketing Intern

Simply Benefits | May 2020 - May 2021

- Managed Social Media channels Instagram, Twitter, Facebook and LinkedIn through content marketing and grew all channels by 80%
- Grew SEO by 90% through blog writing and SEO optimization on the public site
- Assisted with front end development with React.js of the public site
- Helped create UX wireframes for usability features for the platform which are now live
- Designed unique website pages for the public site from start to finish including wireframes, copy, and UI design

### EDUCATION

#### Bachelor of Media Studies, Minor in Computer Science

University of British Columbia | 2017 - 2021

- Creative coding for data visualizations in Java Processing and JavaScript
- Web programming in PHP, JavaScript, React.js, and Node.js
- Web Design and Graphic Design
- Human Computer Interaction
- UI/UX Design with Figma, Sketch, and Adobe XD

### PERSONAL PROJECTS

- **Noggin:** Co-founded a web application for students to assist with group work remotely. Students build brainstorming mind maps, allocate tasks, and chat in real time about projects. I was in charge of UX/UI design, brand design, graphic design, and front end development.  
Frameworks used: React.js, Node.js, Firebase/Firestore, Figma
- **UBCO Photography Association Showcase Website:** Helped create and co-founded the association. I looked after club finances and budget, brand design, and graphic design. As a solo-project, I developed a website from start to finish for the club's year-end student showcase.  
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