

# Mackenzie Roe

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## EDUCATION

<b>Interactive Media Design (Co-Op), Algonquin College</b> <i>Diploma, 4.0 GPA, Dean's Honours List</i>	2022 - Present Ottawa, Ontario
<b>Interactive Arts and Science, Brock University</b> <i>BA Honours Degree, First Class Standing</i>	2017 – 2021 St. Catharines, Ontario
<b>User Interface Design, BrainStation</b> <i>Certificate</i>	2020 Toronto, Ontario

## PROFESSIONAL EXPERIENCE

<b>Upwork</b> <i>Freelancing</i>	2020 - Present Ottawa, Ontario
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- Worked with clients to consistently achieve the desired final product by thoroughly assessing their vision, needs, and goals
- Applied knowledge of design thinking concepts for user centered design, including data collection, creative briefs, target market research, mind maps, user flows, personas, user scenes and usability testing to create prototypes that surpass client expectations
- Recognized weaknesses and implemented necessary improvements within the user interface to provide the client with user centered prototypes that met their goals and objectives for web and mobile based application
- Reinforced design principles through user research and usability testing to create rich, agile prototypes to meet client satisfaction

<b>Canadian Tire Financial Services</b> <i>Bilingual digital customer service representative</i>	2017 – 2021 Welland, Ontario
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- Identified critical efficiencies in the back-end case review form filing, resulting in an increased average employee case reassignment rate
- Promoted to the leadership role of RTS(Real Time Support) to assist front-line associates with any questions about procedures, call handling and communication techniques
- Responsible for all bilingual customer escalations to ensure that all concerns and issues were resolved
- Transitioned seamlessly from office to home-based work, while exceeding KPI's and providing excellent service

<b>Brock University</b> <i>Social media intern</i>	2019 St. Catharines, Ontario
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- Wrote articles and posts for the Brock News using qualitative and quantitative research and writing skills
- Collaborated with interdisciplinary departments to coordinate social media topics, content and posting dates
- Managed all social media accounts for the Faculty of Humanities at Brock University, which involved live Tweeting during events, queuing social media posts, and statistical analysis via the Agorapulse management tool
- Filmed and edited Brock University's 50th fall convocation, with a rapid one-day turnaround for the final video

<b>Application development</b> <i>Xcode</i>	2015 – 2019 St. Catharines, Ontario
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- Independent development of various Apple iOS applications using the Xcode IDE, ranging from games, information architecture, and forums
- Created and developed several successful applications with over 100,000 downloads and 2.5 million impressions
- Conducted research and user testing for Black Ops 3 Weapons Edition to analyze user data to iterate and improve the user experience
- Completed target market and user research to obtain feedback on prototyping to improve the final product

## SKILLS

Bilingualism · HTML · CSS · CMS · Adobe Creative Suite · Sketch · Figma · Axure · InVision · Final Cut Pro X  
References available upon request