

SELENA HA

Creative and empathetic UX Designer and Researcher with a strong background in teaching and education. Experience in conducting user research methods such as interviews, surveys, usability testing and data analysis to understand user behaviour, needs and goals. Highly skilled in crafting creative solutions for accessible and user-friendly products and experiences.

RELEVANT PROJECTS

MEDPAK | Medical Documentation app July 2022 - Apr 2023

CareerFoundry UX Case Study

- Applied the user-centred design process and mobile -first approach to design a responsive web app for tracking medical documentation
- Conducted user interviews and surveys to identify users needs and goals and developed personas, user journey maps, and sitemaps
- Designed low to high-fidelity screens, multiple prototype iterations and style guide through various rounds of usability and preference testing

PERFECT PROPERTY | Real Estate app Apr 2023 - Jun 2023

CareerFoundry UI Case Study

- Used the Design Thinking process to create solutions for new buyers looking to find the right property
- Designed mood board, style guide, high-fidelity mockups, and animated interactions for multiple breakpoints (mobile, tablet, and desktop)
- Adhered to Material Design and Human Interface Guidelines while creating screens and icon set

WORK EXPERIENCE

LEAD RECE

Oct 2021 - Jun 2022

Vincent Massey Academy, Toronto, ON

- Established positive rapport with children and families through excellent interpersonal and communication skills
- Crafted engaging learning experiences and interactive environment through observation, empathetically understanding individual needs and adapting teaching methods to best support children's successes
- Designed classroom's curriculum based on children's interest and learning goals of the school and City of Toronto

RECE INTERN

May 2018 - Jun 2020

Ryerson Early Learning Centre, Toronto, ON

- Accommodated learning experiences in the curriculum and environment for children with disabilities so it is accessible and is able to meet their needs and goals
- Participated and collaborated in a movement pedagogy research study with fellow RECEs and Ryerson ECE faculty members
- Guided and supported student placements with effective practices, such as daily feedback and assessments

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📍 Vaughan, ON

UX SKILLS

- UX Research
- User Interviews
- Card Sorting
- User Personas
- User Stories
- Task Analysis and User Flows
- Information Architecture
- Wireframing
- Prototyping
- UI Design
- Responsive Design
- User-Centred Design
- Usability Analysis
- Storyboarding
- Style Guides

SOFT SKILLS

- Empathy
- Active Learning
- Interpersonal Communication
- Creative Problem-Solving
- Collaboration
- Easily Adaptable
- Organization

TOOLS

- Figma
- Sketch
- InVision
- Adobe XD
- Photoshop
- Marvel
- Miro
- OptimalSort

EDUCATION

UX DESIGN CERTIFICATE

CareerFoundry, July 2022 - June 2023

- 500+ hours of UX/UI Design study and implementation, with industry-leading mentors, emphasizing UX fundamentals and methodology

BACHELOR OF ARTS IN EARLY CHILDHOOD STUDIES

Ryerson University, Toronto, ON,
Sept 2014 - June 2018