

SHANNON MAYNARD

UX/UI DESIGNER

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IGT

Dear Hiring Manager of IGT,

My name is Shannon Maynard and I am writing this to express my very sincere interest in working for IGT as a UX/UI designer. I am currently a student about to graduate from a diploma program, Digital Design and Development, at BCIT where I will graduate with 112 credits at the end of May 2021.

I believe that I would be an excellent addition to IGT because my time as a student at BCIT was a very unique experience. I have practice and knowledge in, not only UX/UI design, which is where my passion lies, but also in marketing, web development, graphic design, and business communications. This all-around experience gives me a better overall picture and understanding of any project I worked on. I understand what users want, what would be attractive to them, how to design it in a way that fits with this vision as well as how to keep the project realistic in design and scope for the developers.

I've learned to work in team environments with strangers and close friends alike, while also being experienced in working individually. This has made me flexible with the ability to easily adapt to my environment. Training my brain in web development has also made me extremely detail-oriented, which has translated over into my UI/UX designs.

This position very much excites me because it involves exactly what I've been learning and am interested in: helping and creating user interface designs and experiences that will reach an even wider audience. As I'm someone that loves learning new things and improving my skills, I feel that it would be an amazing learning experience to be a part of this project and IGT.

I'd love to talk about this in person during an interview, and await your response.

Sincerely,

Shannon Maynard

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ABOUT ME

I am a highly creative UX/UI designer that is motivated to learn, hardworking, and a team player. I'm focused on creating meaningful user experiences through UX/UI design which is complemented by my knowledge of how web development works as well as my graphic design skills that add for better visual impacts.

SKILLS

UX/UI

- Figma, Illustrator, Photoshop, Sketch, Indesign, Wordpress, Adobe XD, Google Apps(Slides, Sheets, Forms) & Balsamiq.
- User Research, Persona Creation, Information Architecture, Interactive Prototyping, User Testing, Style Guides, Interface Design, Content Inventory, Sitemap.

Front-End Development

- HTML, SCSS, CSS, NEXT JS, REACT, useState, Storybook

Graphic Design

- Photo Editing, Logo Design, Icon design, Graphic Design (posters, brochures, layouts etc.), Interactive PDF

EDUCATIONAL HISTORY

DIPLOMA IN DIGITAL DESIGN AND DEVELOPMENT

Sept 2019 - May 2021

British Columbia Institute of Technology

- I acquired a strong foundation in designing and developing cross-platform, interactive online applications while working seamlessly both alone and in a team environment.
- Strong in-depth education in principles of user interface design, as well as user experience design.
- Learned what users didn't like, what they expected, and what they needed, which allowed the creation of applications tailored to target audiences for the best user experience possible.

SCHOOL PROJECTS

CommAid

Sept - Dec 2021

- A web application for connecting students looking for volunteer work to organizations. Worked together with two other front-end developers/designers and a backend developer to create a web application online. Participated in all aspects from ideation, design, logo & branding, testing, and development.

A Peanut's Adventures

Sept - Dec 2021

- Interactive PDF game for children about a hamster named Peanut running away from home and her adventures outside using Adobe Indesign. Solo project, which involved taking photos, editing them, writing content, designing the layout, and animations.

Budding Writers

Jan - May 2020

- WordPress website for a bookstore cafe targeted towards writers and book lovers. A group project and participated in all aspects of the project. This project placed heavy emphasis on user experience.

BACHELOR OF FINE ARTS PROGRAM

2017

Emily-Carr University

- During my semester there, I deepened my art background by taking photography courses, art history, painting, and sound editing.

HIGH SCHOOL DIPLOMA

2012-2014

Panorama-Ridge Secondary School

- Was part of a French Immersion program where I graduated with honours.

RELATED WORK HISTORY

PRACTICUM: WEBSITE REDESIGN

April 2021 - May 21, 2021

Collective Truthers

- Created/redesigned a WordPress website for Collective truthers; a book publishing website for first-time writers. Participated in the research, planning, branding, low-high fidelities, sitemap, logo design, website creation, and more.

LOGO DESIGN

Jan. 2021

Optimum Campaign

- Hired to create a logo for Optimum Campaign, a marketing company.