

# SHANNON MAYNARD

## UX/UI DESIGNER

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### CAREER OBJECTIVE

I am a highly creative and detail-oriented UX/UI designer who's always looking to improve my skill set. I can work autonomously and in a team environment. During my professional career, I have established a proven track record of client satisfaction in my UX/UI designs. My passion for my profession is recognized by colleagues and clients alike. My go to attitude and keen attention to detail ensures my team and I always go the extra mile for our clients.

### EXPERIENCE

#### ■ **UX/UI DESIGNER** Omnivision Design

Montreal, QC

November 2021 - August 2022

- Created low and high fidelity website designs on Figma
- Optimized existing user interfaces
- Submitted project deliverables to clients while maintaining high quality control status
- Led team discussions to problem solve processes
- Conducted content writing brainstorming sessions
- Quality checked team work
- Managed & trained 4 employees at a time
- Effectively followed up with team and clients to meet deliverables.
- Created custom solutions for clients based on their needs and best industry practices
- Created custom website designs on Figma
- Researched and implemented latest design trends in UX and UI
- Conducted User Research to better understand user needs and goals
- Created UX audits analyzing accessibility and usability issues for clients' websites
- Conducted client meetings as a UX/UI expert and project manager
- Created custom graphics using photoshop, illustrator and canva for website and marketing material.
- Designed blog layouts
- Participated in SEO activities (GMB, keyword research, content optimization, etc.)
- Optimized and integrated new procedures for website redesigns
- Effectively managed client expectations
- Wrote instructions for developers to implement on how to best use the Wordpress template for optimal UX design.

#### ■ **CUSTOMER SERVICE REPRESENTATIVE** BC Liquor Store

Burnaby, BC

November 2021 - April 2022

- Greeted customers by name and displayed a respectful attitude, helping develop rapport with the customer base and build lasting relationships
- Complied with corporate and regulatory policies regarding information confidentiality and privacy

- Assisted with mentoring new employees during and after training
- Gave accurate and appropriate information to answer questions, troubleshoot issues and resolve complaints

- Responded to telephone inquiries and complaints following standard operating procedures

## ■ **FREELANCE WEB DESIGNER** Collective Truthers

Burnaby, BC

*April 2020 - June 2020*

- Created/redesigned a WordPress website for Collective Truthers; a book publishing website for first-time writers. It was a custom website using Elementor
- Conducted user research, planning, created branding documents, designed low & high finalities, created a sitemap, logo design, website creation, and more

## **EDUCATION**

### ■ **DIPLOMA IN DIGITAL DESIGN & DEVELOPMENT**

BCIT, Burnaby, BC

*June 2021*

### ■ **HIGH SCHOOL DIPLOMA**

Panorama-Ridge Secondary School High School, Burnaby, BC

*June 2014*

## **ADDITIONAL SKILLS**

- UX/UI
- Adobe Suite (Illustrator, photoshop, after effects, indesign)
- Content Design
- Sketch
- Quality Checking
- Persona Creation
- Front-End Development (HTML5, CSS3, SCSS, NEXT JS)
- Semrush
- Google Sheets
- Critical Thinking
- Problem Solving
- Crazy Egg
- Figma
- User Research
- Interactive Prototyping
- Style Guides
- Sitemap
- Graphic Design
- Google Suite (sheets, slides, docs)
- Advanced Web Ranking
- ClickUp
- Communication
- Google Analytics

## **CERTIFICATIONS**

- Diploma of Digital Design & Development

## **LANGUAGES**

- **French**  
Intermediate
- **English**  
Native

Learned at french school & through work in quebec  
company

## REFERENCES

**Anne-Marie Nasra** — Omnivision Design  
**Lead Project Manager** Manager

(514) 663-0406

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**Candice Miller** — BC Liquor Store  
**Branch Manager** Manager

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