SHANNON MAYNARD

UX/UI DESIGNER

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May 14, 2021
IGT Canada

Dear Hiring Manager

My background makes me the perfect candidate for the IGT internship as a UX/UI designer. I am currently a student about to graduate in May from BCIT with a Diploma in Digital Design and Development.

I have practice and knowledge in UX/UI design, which is where my passion lies, but also in marketing, web development, graphic design, and business communications. This broad experience provides me with a better overall picture and understanding of any project I work on. I take the time to understand what users want, what would be attractive to them, and then design it in a way that fits within the company vision. I have the added skill to be able to keep the project realistic in design and scope for the developers.

I have learned to work in team environments and am also a self-starter who is able to work well on my own, which has made me flexible with the ability to easily adapt to any environment. My extensive training in web development has also made me extremely detail-oriented, which has translated over into my UI/UX designs.

This position intrigues and excites me because it involves exactly what I have been learning and am interested in pursuing as a career: helping and creating user interface designs and experiences that will reach an even wider audience.

I am someone that loves learning new things and improving my skills, and it would be an amazing opportunity to be part of the IGT team.

I look forward to discussing the internship position with you in person.

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.