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 Sierra Laurent

 sierralaurent.ca

Highlights

- ❏ Graphic Design and Accessibility Experience
- ❏ Project Collaboration and Leadership
- ❏ UI/UX Design Skills
- ❏ Website Development Skills
- ❏ Marketing and Analytics Knowledge

Projects

PicTok - Photo sharing app for the visually impaired.

Role: *Graphic Designer and Accessibility Researcher*

- ❏ Created in-depth figma prototypes and other visuals such as style guides and accessibility reports
- ❏ Worked and collaborated with other students and utilized everyone's potential together.

New Habits - Quiz app for those living with substance use

Role: *Graphic designer and Accessibility Researcher*

- ❏ Researched and wrote information needed to create the quiz
- ❏ Designed and created graphics such as mascot and logo

Education

British Columbia Institute of Technology

Digital Design and Development Diploma

Sep.2022-(May 2024)

- ❏ Developed Hi-Fidelity wireframes for mock-up companies in teams.
- ❏ Conducted user experience surveys to gather information on user behaviour
- ❏ Used Adobe Suite and its drawing tools to create graphics for various projects.
- ❏ Utilized the Agile project management methods in many cases of team and leadership work
- ❏ Created responsive web apps showcasing material libraries and interactive implementations.

Skills

Design:

- ❏ Adobe Illustrator, InDesign, Premier Pro, After Effects
- ❏ Figma, WordPress
- ❏ UI/UX Prototyping/Wireframing

Software:

- ❏ HTML, CSS, Javascript
- ❏ React Native, React.js, Next.js, Expo,
- ❏ Git, Typescript, Bootstrap, Material UI, Leaflet, Cypress, Playwright

Marketing

- ❏ Google Analytics/Tag Manager
- ❏ SEO & SEM
- ❏ Hootsuite, Tableau, RapidMiner
- ❏ Marketing basics essentials
- ❏ Agile Project Management

Work Experience

TuneZilla Software LTD

Position: *Sales Support Staff*

Mar.2021 - Present

- ❏ Managed the shipping and receiving department and provided sales support for customers to further the company's growth in the software development industry for enhanced vehicle performance.
- ❏ Designed and created stickers for events to use as advertisements, as well as personalized merchandise for retail.
- ❏ Designed and established brand identity for sister company, Malone Auto Spa, as well as designing a website listing services and more

Starbucks

Position: *Barista*

Sep.2018 - Mar.2021

- ❏ Worked on the floor to provide support and care for customers.
- ❏ Acquired functional tasks and skills for keeping cleanliness in a food-safe environment