[Street Address]

[City, ST ZIP Code]

604-123-1122

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Patricia Smith

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| Objective |  | User-experience designer adept in researching, forecasting, identifying and incorporating consumer needs into user-centered Web site designs. Experience in user research and interaction design gained through corporate and nonprofit externships. Eagerly Provide a compelling user experience to improve brand loyalty, customer retention and visit-to-order ratios. |
| Skills |  | * UX & UI Design * Usability Protocols * Web Site Analytics * Prototyping * Persona Creation * HTML/XHTML * CSS2/CSS3 * JavaScript/jQuery * Photoshop/Illustrator |
| Work History |  | UX Designer, aroma web design, vancouver, bc January 2012 – Present   * Defined information architecture and interaction design for several complex web applications using page/user flow diagrams, site maps, and interactive wireframes created in Axure. * Work with clients to translate business problems and requirements into compelling UI's that demonstrate the power and value of rich internet experiences. * Communicated directly with clients to establish project parameters, wrote proposals for design work, analyzed competitor web sites, determined web site content, produced site maps for client approval, and communicated progress with client throughout length of project. * UI/UX wireframes executed in Balsamiq / Irise / Axure before transitioning into Photoshop and code prototyping.  graphic designer, opacity design group, vancouver, bc June 2009 – January 2012   * Designed website, logo, promotional material, social media pages, to keep consistent with branding identity * Managed website and social media updates to keep image fresh and effective, increased S.E.O. ranking along with increased traffic to website * Attended weekly meetings, collaborating with client on project updates, direction, and strategy plans * Created, organized and sent weekly progress reports for improved efficiency. * Respected for personal qualities: motivated, responsible, practical, and analytic. |
| Education |  | Bachelor degree in art, simon fraser university, 2008-2012 Course Highlights: UX Design, Multimedia Design, GUI Design & Testing, IA Tools new media design certificate, british columbia institute of technology, 2012-2013 Course Highlights: Advanced Interactive Design, Web Site Design, Digital Marketing |
| References |  | Jennifer robert Team Leader at OPACITY DESIGN GROUP  jenniferr@opadesign.ca  604-456-4566 alex wong Manager at Aroma Web Design  alexwong@awd.ca  778-789-1234 |
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