

TONI CATER

UI/UX Designer | Visual Designer



tonic.illustration@gmail.com



416-795-8213



<https://tonicater.me>

About Me

I'm a designer who specializes in branding, user experience, editorial, motion, and illustrative design.

My goal is to create design experiences that transform the use of products. I value user experience amongst all things.

Technical Skills

Photoshop
Illustrator
InDesign
After Effects
Premiere
Adobe XD
Figma
Sketch
HTML/CSS
Articulate 360

Social Media

@tonicaterdesigns

@tonicdesigns

Toni Cater

Hobbies

I take part in downhill and cross country skiing, I do watercolour portraits, I absolutely love to cook, and I'm a great baker.

Experience

iWasteNot Systems

April 2021–Present

Product Architect and Marketing and Communications Coordinator.

- Refreshed iWasteNot Systems website and redesigned their brand identity.
- Designed the UX and new features for Reusewood.org and directed the marketing campaigns for the site that resulted in thousands of more daily users in 2021.
- Designed the UX and new features for Recyclopedia.org and was responsible for day to day maintenance and marketing for the site.
- Redesigned iWasteNot System's client GetMoreSales UX for their website.
- Designed the UI/UX for Chefdrop's meal kit product and delivery service and worked with their team to revamp their platform.
- Designed the UX, userflow, sitemap, wireframes, and user experience for Litigo as their Product Architect.

Enable Education

September 2018–March 2021

Motion graphic designer, visual designer, illustrator, and video editor.

- Created internal branding and marketing materials for website and social media accounts.
- Designed the user experience for interactive games using the Articulate 360 suite.
- Part of the post production team for video creation, and video editing for external clients.
- Created multiple children's work books.
- Designed assets for Unity games and applications.
- Illustrated and designed an award winning children's book, "If You Met A Yeti..." that received the 2019 Nautilus award (**Silver Medal**), and the 2019 Independent Publisher's award (**Bronze**) for the children's book.

FEMMTO

August 2018–Present

Visual design instructor for FEMMTO initiative via UforChange.

- Created a graphic design curriculum that would outline 8 weeks of classes that with a 3 hour duration.
- Taught students on how to apply UI/UX design principles to their website development.
- Created all power points and instructional materials for lecturing.
- Mentorship hours for participants who are thinking of entering the field of design.

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- Lectured multiple 8 week cohorts, and 4 week condensed cohorts.
- Coordinated multiple networking events for graduates to help with job placement.
- Planned field trips to prominent Canadian tech companies that helped students network with industry professionals.
- Organized multiple speakers to educate students on design industry standards.

Ganjika House

April 2020—July 2020

UI/UX designer and illustrator for Ganjika House, one of Ontario's largest weed dispensaries.

- Designed a user flow for Ganjika House's customers.
- Created the UI/UX design and custom graphics for their Point of Sale (PoS) system.
- Worked with the client to create a user persona and streamline a product questionnaire for users.

Business in the Streets (BITS)

2018

- Edited photographs and visual assets.
- Designed an info-graphic, the format and content for the annual report and statistic report.

UforChange

May 2017—September 2018

Design and Communication Coordinator for UforChange.

Skills/Education

- Udemy User Experience Design Essentials 2019—2020
Adobe XD UI/UX Design Certificate.
- Bachelors of Design, Ontario College of Art and Design (OCAD) 2013—2018

Achievements

- Organized the Ontario College of Art and Design's BLXCK Association. 2016—2018
- Moderator for the Black Speculative Arts Movement event at OCAD. 2016
- Organizer of Black Fractals and Black Future Month celebrations at OCAD. 2015—2016

References available upon request.