

Veronika Latawiec

UX / UI Designer

CONTACT

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I'm Veronika, a user-centric designer with a passion for illustration and storytelling. I love conceptualizing and developing empathetic solutions, in order to create meaningful user experiences. I am currently seeking opportunities to develop and lead in order to bridge the gap between companies, developers and users. I strive to create products that ignite user loyalty and interest.

UX / UI SKILLS

- User research & analysis
- Information Architecture
- Visual Storytelling
- Wireframing & prototyping (low-high fidelity)
- UI & interaction Design
- Microcopy & UX/UI Writing
- Responsive Web Design

TOOLS

- Figma
- Miro
- InVision
- Adobe XD
- Affinity Designer
- Adobe Illustrator
- HTML & CSS
- Java Script
- VBA
- Python

EDUCATION

Certificate, UX/UI Intensive Bootcamp
University of Toronto, Canada September 2021

Certificate, Fundamentals of digital marketing
Google Online Courses, Canada July 2021

Diploma, Mechanical Engineering Tech.
Niagara College, Canada May 2020

PROJECTS

| Canadian Space Agency Responsive Website Redesign |

<https://docs.google.com/presentation/d/1HZVQzpRz-dFodB9A3BdoxpVhPCwQn7NYm9tJe81YB6s/edit> |

A solo project in which a government website was analyzed and redesigned to increase usability, brand awareness and user interest.

Key Skills Used

- Interaction & Interface Design
- Information Architecture
- Competitor Analysis
- Responsive Web Design
- Heuristic Evaluation

| FUNPEDIA App Development Case Study |

<https://docs.google.com/document/d/1TNm7YycMWas9E-tRyXsOXw1yuXb-M5krtq0MmPJrUXg/edit> |

A group project, in which I acted as manager and design lead, in order to develop a mid-fidelity application. Prototyping, future development, final thoughts, logo design and animations were my main responsibility, as well as scheduling, assigning roles and general project management.

Key Skills Used

- User Research (Interviews + Surveys) & Analysis
- Visual Storytelling
- Wireframing & Prototyping
- Leadership
- Logo creation and animation

WORK EXPERIENCE

Freelance - Toronto, ON

September 2020 - Present

Design and Brand Development

- Constructed and maintained an online luxury goods store that received over 50 custom orders within the first 6 months of business.
- Developed an engaging social media brand and logo to grow a local artist's online presence to over 1000 followers in 4 months. Curated over 5 weeks of custom content.
- Work with over 20 high profile clients annually, providing multiple design and consulting services, including design, simulation and social media marketing.
- Donated services to online charity auctions for Mac Master University, raising over 100\$ per event listing.

Sweet Olenka's - Toronto, ON

April 2016 - September 2018

Bakery Assistant and Clerk

- Assisted over 50 customers daily, received 0 customer complaints during the duration of employment.
- Prioritized customer satisfaction, commended by the owner for communication, dedication and problem solving aptitude.

Volunteer Experience

- Volunteer note-taker for 10 courses at Niagara College.
- Assistant coach for Erindale Cardinals little league teams, summer past 5 years.
- Volunteer referee volleyball, hosted tournaments, games and practices.
- Flyer and set design volunteer, annually, local theatre.