

# William Metcalfe

UX / UI Designer

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design@williammetcalfe.ca

williammetcalfe.ca

## Biography

I am a UX/UI Designer creating seamless digital experiences through human-centred research and design.

## Education

### Wilfrid Laurier University

User Experience Design (2018 - 2023)

Bachelor of Design. Currently enrolled.

### Fanshawe College

Interactive Media Design (2016 - 2018)

Diploma in Interactive Media Design. Worked with multiple client projects through Fanshawe.

### South Collegiate Institute

High School (2012 - 2016)

High school diploma. Graduated with Honours and Summa Cum Laude.

## Skills

### User Experience

User Testing

User Research

User Observation

A/B Testing

Card Sorting

Tree Testing

Information Architecture

Prototyping

### Toolset

Adobe Creative Suite

UX / UI Design

Figma / Sketch

InVision

HTML / CSS

Wordpress

Business Communication

Social Media

Networking

## Experience

### UX / UI Designer

Peekapak (2021 - 2022)

Focused on human-centred design to improve the experiences of both teachers and students by leveraging my Peekaville, an online learning game backed by SEL initiatives.

### Digital Designer

Smashing Pixels (2020 - 2021)

Created digital experiences to give life to emerging local brands by leveraging WordPress themes and utilities.

### User Experience Researcher

March of Dimes Canada (2019)

Researched and created a user experience plan to further improve the online application process for March of Dimes Canada.

### Graphic Designer

SiegeGG (2018 - 2020)

Created beautiful graphics to accompany headline news stories in the esports scene.

Collaborated with the video team to create impactful event highlight videos.

### UI & Graphic Designer

Trillium Gift of Life (2018)

Collaborated in teams to create a website and marketing campaign for BeADonor.ca. As the web designer, I designed the site and created marketing materials that we used to drive our social media campaign.

### UI & Graphic Designer

LEDC (2017 - 2018)

Collaborated in teams to create a website for the London Economic Development Corporation (LEDC). As the web designer, I was in charge of coming up with the designs for the website, as well as creating infographics, icons, and marketing/promotional materials.