

William Metcalfe

UX / UI Designer

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 Designer

RBC (2023 - Present)

Focusing on research-driven data to create secure and enhanced file sharing experiences for RBC employees, allowing them to connect with clients from all around the globe.

UX / UI Designer

Peekapak (2021 - 2022)

Focused on human-centred design to improve the experiences of both teachers and students by leveraging myPeekaville, 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)

Researched and designed a brand-new approach to organ donation, creating a benefits program to allow current organ donors to collect benefits using their donor cards.

Crafted an impactful social media campaign to bring awareness to organ donation and push the new benefits program to gain sign-ups.