


 albertcreates.com

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## Key Skills

Design Thinking | Problem Solving | Wireframing | Interaction Design | Visual Design | Prototyping | Usability Testing | Design System | Branding

## Tools



Figma



Adobe XD



Illustrator



Photoshop



Premiere



Lightroom



Jira



Monday



Slack

## Experience

### UX Designer | Institute for Canadian Citizenship

May 2024 - Jul 2024

- Designed a SaaS solution that assists immigrants in upskilling and connecting with employment opportunities
- Created wireframes encouraging users to explore opportunities outside their direct career path
- Conducted a usability and heuristic audit focusing on information architecture and interaction design
- Presented solutions for usability concerns and saw a 32% improvement in A/B testing

### UX & Multimedia Designer | Appnovation Technologies

Jan 2022 - Jun 2023

- Initiated a reimagining of the website by completing a data analysis using Google Analytics and Hotjar, and market research
- Restructured information architecture for an intuitive dual-layer system
- Crafted an immersive UI and prototype using engaging interaction and motion design
- Built an in-depth design system with detailed notes to hand off to the development team
- Overhauled brand guidelines to align with new business direction

### Marketing Specialist | LifePlan Investments

Jan 2020 - Apr 2020

- Planned and executed marketing campaigns by crafted associated marketing materials and distributing assets
- Produced social media posts, presentation decks, marketing videos and podcasts to amassed hundreds of audiences within a month
- Coordinated cross-department efforts for digital product launch

### Brand Marketing Designer | Waterloo Co-operative Residence Inc.

Nov 2018 - April 2019

- Devised innovative marketing strategies and crafted marketing materials to elevate brand visibility
- Revamped brand style guide, including logos, colour scheme, icons, letterhead, and marketing strategy
- Created community and event posters to enhance community awareness and engagement

## Education

### BrainStation | User Experience Design Diploma

### University of Waterloo | Bachelor Global Business & Digital Arts

Graduated with Honours and a Certificate in Global Experience

### City University of Hong Kong | College of Business Exchange