

NICOLE VISENTIN

Product Designer

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EXPERIENCE

Algonquin College Corporate Training

Web UI Designer

2023

- Developing UI documentation and asset library in Figma
- Integrating new eCommerce solutions into the existing design system
- Providing design support on a variety of print and digital assets

Online Reading Tutor

Product UX/UI Designer

2021 - 2023

- Led the UX/UI design of the company's flagship product.
- Developed a new design system that improved usability and accessibility standards.
- Conducted user research and analysis to identify pain points and opportunities for improvement, resulting in the development of several new features.
- Collaborated with the engineering team to ensure that prototype designs and interaction designs were implemented accurately and efficiently.
- Mentored a team of social media marketing interns, teaching them visual design tools and content tracking.

Global Skills Hub

Product UX/UI Designer

2022 | Short-Term Contract

- Conducted user research and developed user personas to inform the UX design of the core user flows.
- Designed wireframes and prototypes to test and iterate on the user experience.
- Developed the UI and general visual design of the platform, including colour palette, typography, and iconography.
- Conducted usability testing and made iterative design improvements based on user feedback.

PartnerOne

Senior Visual Designer

2020 - 2021

- Collaborated with cross-functional teams to develop visually appealing and user-friendly websites that meet client specifications and AODA and WCAG compliance.
- Lead the design of website projects, including information architecture, wireframing, and visual design.
- Provided UX consulting to improve website's usability and functionality.
- Created digital marketing materials, including email campaigns, digital ads, and social media graphics.

The Co-operators

Multimedia Producer

2019 - 2020 | Short-Term Contract

- Worked within the established design system to bring visually appealing designs and animations to customers.
- Provided UX/UI consulting services to help improve the usability, accessibility, and effectiveness of the website for users, meeting AODA and WCAG compliance standards for front-end visual designs.
- Designed visually appealing marketing materials for the company, including animations and graphics.
- Collaborated with communications teams to ensure consistency of brand messaging and visual identity.

Lightyear Media

Visual Designer and Production Manager

2018 - 2019

- Design visually compelling motion graphics advertisements using tools such as Adobe Photoshop and After Effects, ensuring that all deliverables meet the highest standards of quality and are delivered on time.
- Manage multiple projects simultaneously and prioritize tasks to ensure that deadlines are met.
- Work closely with the sales team to understand the client's objectives, ensuring that ads meet their needs.
- Collaborate with the technical team to ensure that the advertisements are optimized for display.

Intrigue Media

Visual Designer

2015 - 2018

- Designed and developed websites for B2B and B2C local businesses.
- Created logos and branding elements that accurately reflected the brand identities of clients.
- Collaborated with clients to ensure their brand vision was accurately represented in all design elements.
- Managed a local video network that played motion graphic advertisements across Southern Ontario.
- Utilized industry-standard design software, including Adobe Creative Suite.

EDUCATION AND CERTIFICATIONS

Government of Canada

Federal Security Clearance, Reliability Status

Humber College

Certificate, User Experience Design

General Assembly

User Experience Design

University of Guelph-Humber

Honours Bachelor of Arts, Media Studies

University of Guelph-Humber

Diploma, Media Communications

SKILLS

Figma | Wireframing | Rapid Prototyping | User Experience (UX) | User Interface Design (UI) | Accessibility (AODA WCAG) | Adobe After Effects | Adobe Illustrator | Adobe InDesign | Adobe Photoshop