

SAMANTHA ZEGER

UX/UI Designer | Product Designer | Graphic Designer | Illustrator

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[🌐 My Portfolio](#) [🌐 My LinkedIn](#) [📍 Thornhill, ON](#)

RELEVANT EXPERIENCE

UX/UI & GRAPHIC DESIGNER | [CONFIDENTIAL CONTRACT ROLE \(NDA-SIGNED\)](#)

FEB 2025 – JUL 2025

- Iterated on responsive web experiences and user flows to enhance usability and visual consistency
- Designed digital assets including social graphics, brand visuals, and UI layouts
- Collaborated cross-functionally with developers, PMs, and stakeholders to deliver high-fidelity Figma prototypes
- Maintained and expanded a shared design system, ensuring consistency and scalability across platforms

UX/UI DESIGNER | [PEOPLEDO HEALTH + WELLNESS](#)

OCT 2024 – FEB 2025

- Redesigned a psychotherapy website using Figma, Google Sites, and basic HTML and CSS
- Created UI kits with WCAG compliant colour palettes and updated brand identity for improved cohesion and clarity
- Performed competitor analysis and heuristic evaluations and implemented user-driven design enhancements

UX/UI & GRAPHIC DESIGNER | [LANTERN CAPITAL](#)

MAR 2023 – AUG 2024

- Designed SaaS financing platform and led website redesign from research through dev handoff
- Built reusable components and maintained a scalable design system in Figma
- Delivered wireframes, user flows, and high-fidelity mockups to support a cleaner user journey
- Conducted user testing and competitor analysis to support accessibility and usability improvements
- Designed branded materials and social content, maintaining brand consistency across platforms

GRAPHIC DESIGNER | [KATCH MEDIA GROUP](#)

JUN 2021 – NOV 2021

- Created visual assets and brand systems for digital and social platforms
- Designed logos, characters, and marketing materials for a variety of brands

GRAPHIC DESIGNER | [SANKOFA SQUARE](#)

MAR 2019 – MAY 2019

- Designed promotional posters for City Cinema event series
- Managed edits and feedback on tight turnaround deadlines

EDUCATION

UNIVERSITY OF TORONTO | [CERTIFICATE in UX/UI DESIGN](#)

JUN 2022 – DEC 2022

- Completed a 6-month intensive course in user experience and interface design, developing skills through various app concepts and responsive web designs
- Proficient in Figma, Miro, and InVision

OCAD UNIVERSITY | [BACHELOR OF DESIGN in ILLUSTRATION](#)

SEPT 2013 – JUN 2018

- Advanced proficiency in Adobe Creative Suite, particularly Photoshop and Illustrator, with experience designing posters, logos, icons, and templates
- Completed a program thesis by conceptualizing and producing 10 cohesive pieces to convey a unified message

SKILLS & TOOLS

UX & Design: Wireframing, prototyping, usability testing, user flows, design systems

Tools: Figma (components, auto layout, variables), Miro, Adobe XD, Photoshop, Illustrator, basic HTML/CSS, Canva, InVision, Microsoft Office, Wix, Google Sites, Squarespace, ChatGPT, Procreate, Sketch, CodeTwo, Flodesk

Collaboration: Cross-functional teamwork, developer handoff, stakeholder feedback

Soft Skills: Problem-solving, communication, storytelling, organization, adaptability, time management

Additional: Accessibility (WCAG), branding, B2B/B2C and internal tools