SAMANTHA ZEGER

UX/UI DESIGNER **|** ILLUSTRATOR **|** GRAPHIC DESIGNER

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SKILLS

- Wireframing
- Prototyping
- User Research
- Storytelling
- User Testing
- Organization
- Leadership
- Communication
- Problem Solving
- Teamwork

PROGRAMS

- Figma
- Miro
- InVision
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Procreate
- Canva
- Google Drive
- Sketch

RELEVANT EXPERIENCE

UX/UI DESIGNER **|** LANTERN CAPITAL — MAR 2023 - PRESENT

- Designed wireframes, icons, web pages, graphics, style guides, logos, and any other required graphics or designs
- Produced visuals such as storyboards, user personas, journey maps, and user flows to illustrate desired customer experiences
- Conducted and lead user research, design thinking, and development sessions
- Completed user research duties such as: competitor analysis, card sorting, user observations, empathetic listening, and user testing to improve and develop user experience and accessibility while also considering WCAG guidelines
- Developed brand books, brand identity, and colour palettes while enforcing brand standards and design consistency
- Collaborated with the Marketing Team to create company merchandise, marketing materials, and social media content
- Redesigned company website and designed financial web application

GRAPHIC DESIGNER/CONTENT CREATOR **|** KATCH MEDIA — JUNE 2021 - NOV 2021

- Designed logos, graphics, and characters for websites and social media
- Developed brand books, brand identity, and colour palettes for clients
- Communicated with influencers to promote brands
- Collaborated with various clients to create optimal brand imaging

GRAPHIC DESIGNER **|** YONGE DUNDAS SQUARE — MAR 2019 - MAY 2019

- Produced 12 poster designs for City Cinema event
- Completed designs with a quick turnaround time based on last minute changes
- Implemented all necessary edits based on client feedback
- Established strong relationships and communication with Marketing & Communications Specialists within the company

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EDUCATION

UNIVERSITY OF TORONTO **|** TORONTO, ON — JUNE 2022 - DEC 2022
CERTIFICATE in UX/UI DESIGN

- Completed a 6-month intensive course understanding and developing skills in user experience and learning user interface methodologies and programs
  - Developed and designed a variety of concepts, app designs, and responsive web designs
- Skills in Figma, Miro, and InVision

OCAD UNIVERSITY **|** TORONTO, ON — SEPT 2013 - JUNE 2018
BACHELOR OF DESIGN in ILLUSTRATION

- Advanced skills in Adobe Creative Suite, specifically in Adobe Photoshop and Adobe Illustrator
  - Designed and created posters, logos, icons, and templates using Adobe programs
- Completed an end of program Thesis
  - Conceptualized and produced 10 pieces centered on the same idea to convey a consistent message in 10 different ways