


SAMANTHA ZEGER

UX/UI DESIGNER | ILLUSTRATOR | GRAPHIC DESIGNER

CONTACT

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 www.samzege.com

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

PROJECTS

UX/UI DESIGNER

SEPT 2022 - OCT 2022

NO DOGS LEFT BEHIND WEBSITE REDESIGN

- Redesigned the navigation and layout of pages throughout the website
- Developed a new aesthetic and colour palette
- Completed a heuristic evaluation, competitor analysis, card sorting, user observations, and user testing to improve and develop user experience and accessibility while also considering WCAG guidelines

UX/UI DESIGNER

AUG 2022 – SEPT 2022

EASYWAY TRAVEL APP DESIGN

- Developed a travel app based on a concept that allows users to stay organized when planning a trip
- Conducted user research and usability tests to implement necessary changes and improve overall functionality
- Designed a mid-fidelity clickable prototype

RELEVANT EXPERIENCE

GRAPHIC DESIGNER & CONTENT CREATOR

JUNE 2021 - NOV 2021

KATCH MEDIA GROUP

- 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

MAR 2019 – MAY 2019

YONGE DUNDAS SQUARE

- 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

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