


 albertcreates.com

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Profile

I am a forward-thinking digital explorer dedicated to leveraging creative innovations that leave a lasting impact on projects. I specialize in exploring emerging technologies and cutting-edge processes, backed by meticulous research into underlying challenges and motivations. My expertise lies in crafting distinctive and user-centric digital solutions that address complex problems with intuitive design.

Tools



Figma



Adobe XD



Illustrator



Photoshop



Premiere



Lightroom



Blender



InVision



Marvel App

Experience

UX Designer | Institute for Canadian Citizenship

May 2024 - Jul 2024

- Collaborated on the development of a solution designed to support New Canadian citizens in upskilling and connecting with employment opportunities
- Conducted a usability and heuristic audit of the existing product to identify areas for improvements
- Presented solutions for usability concerns, including redesigning sections and refining existing designs

Multimedia Specialist | Appnovation Technologies

Jan 2022 - Jun 2023

- Led end-to-end website refresh project, including reimagining the website, conducting research using Google Analytics and Hotjar, restructuring information architecture, and creating wireframes
- Developed new design system and prototype for handoff to development team
- Overhauled brand guidelines to align with business' new direction, focusing on bold and practical designs
- Produced marketing content across various media platforms using Adobe Suite and Figma

Marketing Specialists | LifePlan Investments

Jan 2020 - Apr 2020

- Orchestrated marketing campaigns and crafted marketing materials
- Produced social media posts, marketing videos, and presentations
- Coordinated cross department efforts for digital product launch

Brand Marketing Specialist | 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/event posters to enhance community awareness and engagement

Graphic Designer & Assistant Event Planner | Federations of Chinese Canadians in Markham

May 2017 - Aug 2018

- Coordinated with government, sponsors and stakeholders to plan events
- Produced marketing materials to promote events, sponsors and community partners
- Led a group to complete tasks that ensured the events went smoothly

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