

DARCY DRAKE

UX Designer

A user-centric design thinker with a Bachelor's of Design, two years of experience as an Interactive Designer and a recent certification in User Experience Design, I'm now eager to flex my creative problem solving skills in a UX Designer role.

I'm sincerely motivated to better understand users and to improve their digital experiences, and I look forward to bringing this creative passion to new projects.



Contact

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Work Experience

Interactive Designer Netsertive **2018–Present**

- Designed interactive rich media and video banner ads with hoverstates, image galleries, parallax, HTML5 animations and microsites with panels in Photoshop, Illustrator, Premier Pro, AfterEffects and Adobe Animate (interactivity built through widgets in proprietary Mixpo software).
- Designed, prototyped and built landing pages in Adobe XD and in DevHub.
- Managed projects in Jira KanBan board Salesforce and Google Drive file stream.

Unit Coordinator Women's College Hospital **2014–2018**

- Patient registration, check-in in Epic, operating room scheduling in Picis.

Hairstylist/Key-holder Glam-N-Glow **2013-2014**

- Hairstyling, product retailing, opening/closing of shop

Education

User Experience Design Certificate General Assembly **2020**

- Identified problems, wrote discussion questions, interviewed users, affinity mapped responses into categories to create an authentic user persona.
- Compared features among competition and created a feature prioritization matrix based on interviewed users' needs.
- Conducted card-sorting to inform informational architecture.
- Sketched a paper prototype, created a wireframe and low-fidelity prototype
- Conducted usability testing at each stage of development to inform the next iteration.
- Named and developed a visual pattern library for the product, then created a high-fidelity wireframe and prototype.

Bachelor of Design (Advertising + Illustration Minor) Ontario College of Art and Design University, **2018**

Hairstyling & Esthetics Diploma Avola College **2012**

Skills

User-Centric Design Thinking
Wireframing
Prototyping
User Research
User Flow
User Journey Mapping
Whiteboarding/Sketching
Information Architecture
Visual Design
User Interface Patterns Design
Usability Testing
Usability Heuristics
Human Computer Interaction

Tools

Sketch
InVision
Figma
Adobe XD
Photoshop
Illustrator
InDesign
Animate
Miro
Flinto
Principle
Marvel
HTML/CSS