

# Yara Bagh

## UX DESIGNER

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I am a Digital marketer and customer service manager turned UX Designer. Forever curious, I continuously challenge my knowledge and ask for feedback. My love for market research and digital technology led me to the world of UX Design, and I decided to shift my career and start this beautiful journey. My professional experience assisting customers and my background in digital marketing is an asset in ensuring my design process is human centered. My interests outside of work include long distance running and scuba diving!

## SKILLS

Sketch, Figma, Invision Studio, Adobe XD, POP app, Principal,

## EXPERIENCE

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### Social Media Curator | Style Encore Oakville

DEC 2020 - Present

- Managing the stores instagram, facebook, and google accounts to produce content and drive sales.

### Assistant Branch Manager | Enterprise Holdings

DEC 2018 - JUL 2020

- Analyzed business statements to establish areas of growth
- Trained and managed employees in the branch

### Digital Marketing Coordinator | MorConnect

SEP 2017 - DEC 2018

- Researched the market and established targets for the sales team
- Evaluated and redeveloped marketing plans
- Produced marketing materials such as brochure, logos, and branding.

### Wings Team Captain | Red Bull

JUN 2013 - JUL 2017

- Developed weekly marketing targets for the wings team
- Branded and Launched new Red Bull products
- Evaluated and redeveloped marketing plans
- Aided in the organization of events such as Red Bull Air Race and Formula One

## EDUCATION

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### BrainStation | Diploma, UX Design

NOV 2020 - DEC 2020, Ontario, CA

### Sheridan College | SEO & Digital Marketing Certificate

JUN 2020 - NOV 2020, Ontario, CA

### European International College | Bachelor in Business and Hospitality

SEP 2013 - AUG 2017, Abu Dhabi, United Arab Emirates

### Sorbonne University | French Certificate

SEP 2012 - JUL 2013, Abu Dhabi, United Arab Emirates