

Neha Chawla

User Experience Designer

chawla.neha19@gmail.com
647-410-4808
[linkedin.com/in/nehachawla91/](https://www.linkedin.com/in/nehachawla91/)

ABOUT ME

I am an aspiring UX/UI Designer, graduating from BrainStation in October 2020. I bring marketing and a creative problem-solving approach to product and experience designing.

With 5+ years of experience working for retail organizations, the highlight of my stint is doing a complete transformation of company's online presence on their social media and website

TOOLS

Sketch, Figma, Invision, Adobe Creative Suite, Trello, Lightroom, Social Studio, Invision, Canva

SKILLS

Low to Mid fidelity Design & Prototyping, Usability Testing, Wireframing, User Research

EXPERIENCE

Social Media Coordinator | Shoppers Drug Mart

NOVEMBER 2019 – JUNE 2020, TORONTO

- Managed and monitored all applicable social media platforms (Facebook, Instagram) for SDM and Pharmaprix Beaute Instagram page

Marketing Coordinator | Oberoi Realty

OCTOBER 2016 – AUGUST 2019

- Managed all social media channels along with email marketing campaigns & restructured the company website which led to a spike of 25% visitors
- Coordinated with a digital agency to monitor and approve development of digital marketing collaterals
- Directed the agency to redesign company website and spearheaded the wireframing, content and layout

Assistant Marketing Manager | Dream Theatre

MAY 2014 – JUNE 2016

- Orchestrated the development of an e-commerce website from monitoring the layout, collating the product listing, product photography, social media and marketing
- Collaborated with the graphic designers to develop all marketing assets

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

AUGUST 2020 - OCTOBER 2020, TORONTO

Xavier Institute of Communication | Postgraduate Diploma, Advertising & Marketing

MAY 2013 – APRIL 2014, MUMBAI

M.M.K College of Arts & Commerce | Graduate, Bachelor of Mass Media, Advertising

FEBRUARY 2009 - 2012 MUMBAI

PROJECTS

Design Sprint

Waste not - An app to reduce food waste

Design Sprint

BrainStation + Scotiabank Digital Factory - Figo Bank Application

Hackathon

BrainStation + Adidas – A digital solution to support future of e-commerce in the apparel/sporting industry