

Hillary Carter

UX DESIGNER

carter.j.hillary@gmail.com
519-781-1023
linkedin.com/in/carterhillary

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I want to solve real problems for real people. I want to make someone's life easier, not harder. UX Design is how I do this. It is my way of positively contributing to the world in which I live.

As I grow as a UX Designer, I am confident in my ability to build upon my skills from my previous roles to reach my goals & create designs people love.

PROJECTS

BrainStation x EY Design Studio | Design Sprint | UX Designer

AUG 2020, ACADEMIC
4 day sprint

Worked as a team of 4 to research, ideate, prototype, test & iterate a native ios application to help with academic inclusiveness during COVID-19.

EXPERIENCE

Digital Marketing Specialist | Perk.com Canada

JUN 2019 - JUN 2020, ONTARIO, CA

- Generated \$100K+ gross profit through the buying & selling of online ad traffic using Facebook, Google & Bing
- Created compelling ads designed to increase CTR & conversion rates & decrease cost per acquisition
- Analyzed user data of varying granularities to optimize ad performance & meet specific KPIs (CTR 20%+, CPA <\$1.00, etc.)

Marketing Associate | SSIMWAVE

MAR 2017 - NOV 2018, ONTARIO, CA

- Assisted in wire-framing, content creation & visual design when rebranding the company website as a marketing team of 2
- Worked cross-functionally with 1 UX designer & 2 web developers to deliver digital marketing campaigns leveraging the use of social media, email marketing & user behaviour targeting tools
- Designed and executed 7 international trade show booths

E-Learning Development Assistant | WLU - SHERM

JAN 2016 - AUG 2016, ONTARIO, CA

- Transformed raw data into engaging diagrams & modules to convey health & safety information in a logical & visually pleasing way
- Designed & created 3 brochures that adhered to all Wilfrid Laurier University brand standards
- Planned, designed & assembled year-end reports to be presented to the Board of Governors in under 1 month

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JUN - SEP 2020, ONTARIO, CA

RED Academy | Diploma, Digital Marketing Foundations

JAN - APR 2017, ONTARIO, CA

Wilfrid Laurier University | Bachelors in Business Administration, Minor Psychology

SEP 2012 - AUG 2016, ONTARIO, CA

Honours with Co-operative Option

SKILLS

Sketch, InVision, Figma, Microsoft Suite (Word, Excel, Powerpoint), Wordpress, Canva, Marvel POP, & Adobe Suite (Photoshop & Indesign)