

Antonio Marasigan

UX DESIGNER

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With a background in marketing and customer service, I have always enjoyed finding ways to provide value to my customers. I was drawn to UX because it presents a never-ending challenge to find ways to solve people's problems with digital solutions. I am seeking to leverage my customer-focused career experience to create digital products that will solve human-centered problems.

EXPERIENCE

Customer Experience Associate | TD Canada Trust

APR 2019 - JUN 2020, ETOBICOKE, ON

- Educated customers on different ways they can improve their financial situations by listening and identifying opportunities
- Use the H.E.A.T method to resolve customer issues and to ensure branch receives customer experience surveys

Marketing Coordinator | Evolve ETFs

AUG 2018 - DEC 2018, TORONTO, ON

- Transformed sales team's expense tracking system to centralize client information
- Attained knowledge in automated marketing strategies using email and social media scheduling softwares
- Generated company exposure using social media and increasing external PR efforts

Social Media and Marketing Assistant | Design Fabrication Zone

OCT 2017 - JUN 2018, TORONTO, ON

- Organized a new social media scheduling system on a limited budget to make social media marketing more efficient
- Produced multiple social media series to engage audience on new and existing start-up projects

EDUCATION

BrainStation | Diploma Candidate, Web Development

JAN - MAR 2020, TORONTO, ON

Ryerson University | Bachelors in Marketing Management

SEP 2014 - APR 2018, TORONTO, ON

Activities: Enactus Ryerson, Ted Rogers Outreach Program, Breakthrough Program

PROJECTS

Wave | UX Designer

AUG 2020, BrainStation x EY Design Sprint

Designed a high-fidelity prototype over the course of four days to help first-year international students feel a sense of community in a 100% digital learning environment. I was primarily responsible for high-fidelity wireframes and prototyping.

SKILLS

Adobe Suite (Premiere Pro, InDesign, XD), Microsoft Office Suite, Salesforce, Pardot