

# ZARA MASSEY

## UX DESIGNER

### EXPERIENCE

#### Student Success Coordinator | Halp Technologies

JULY 2022 - MARCH 2023, TORONTO

- Onboarded 700+ students and engaged 1-on-1 with incoming and active students to answer questions, and understand and clear any pain points and concerns
- Trained 5 new employees simultaneously; formalized training documents and provided onboarding presentations to ensure that there was no gap in their knowledge

#### Social Media Intern | Navigate Group Branding Agency

MARCH 2021 - AUGUST 2021, TORONTO

- Optimized email marketing strategies by efficiently communicating cross-functionally with other teams for ongoing projects and contributing to long-term company goals
- Utilized VBA coding knowledge to initiate and develop an Instagram Grid Preview program within Google Sheets to uphold brand guidelines and execute marketing campaigns effectively

#### Marketing Intern | Learnedly

JUNE 2020 - AUGUST 2020, TORONTO

- Remodelled Learnedly's primary website by developing 5 new content pages for additional resources, providing full transparency and value to their clients
- Redesigned Learnedly's visual assets (slide decks, thumbnails, website) to enhance and unify their client-facing brand; utilized proficient knowledge in Google Slides, Adobe Photoshop, and Squarespace
- Conducted market research to identify and better understand Learnedly's target market and competitors to further develop their brand value

### EDUCATION

#### BrainStation | UX Design Diploma

APRIL 2023 - JUNE 2023, TORONTO

#### York University, Schulich | Bachelor of Business Administration

2018 - 2022, TORONTO

- Dual Specialization: Marketing, Operations Management & Information Systems
- Exchange Semester: BI Norwegian Business School

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### SKILLS

Figma, Webflow, Google Slides, Canva, Adobe Creative Suite, Material Design

### PROFILE

With a strong foundation in social media marketing and brand strategy, I'm now seeking to follow my passion for design and business into a career in UX design. With a blend of business operations expertise and a creative eye for visual design, I'm looking forward to exploring what problem-solving via design looks like.

### PROJECTS

#### Product Designer | CHARGE

APRIL 2023 - JUNE 2023

BRAINSTATION CAPSTONE

- 10-week long individual project to ideate, design and test a hi-fi financial goal-setting mobile application.

#### UX Designer | EcoGrade

JUNE 2023

BRAINSTATION 24H HACKATHON

- Ideated and designed a digital solution by aligning with the design process and leading an interdisciplinary team to a functioning MVP