

VAISHALI MENGHANI

UX DESIGNER

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416-580-1638

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[LinkedIn](#)

EXPERIENCE

Digital Marketing and PR Intern | Bicom Toronto

MAR 2020 - JUN 2020, TORONTO, ON

- Responsible for ideating new campaigns executing media pitches, and influencer campaigns.
- Major initiatives included re-pivoting brand strategies around COVID-19.
- Select clients include: Vans, The North Face, Smartwool, SkinCeuticals, and Hydralyte.

Digital Marketing Intern | Sidelabs Inc.

JUL 2019 - FEB 2020, TORONTO, ON

- Supported a multi-disciplinary team across Toronto, Montreal, and San Francisco.
- Planned and produced website traffic reports and grew website traffic by 10% through an organic social media strategy.
- Assisted with the creation of web content, blogs, and social media copy.

In-patient Flow Coordinator | Centre for Addiction and Mental Health

DEC 2018 - FEB 2020, TORONTO, ON

- Oversaw intake and referral management of Geriatric Psychiatry Unit.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, TORONTO, ON

Windsor University | M.D

JAN 2010 - JUN 2016, ST KITTS & NEVIS

McMaster University | Bachelors in Life Sciences

JAN 2006 - JUN 2010, HAMILTON, ON

PROJECTS

[Soho](#) | UX Designer

SEP 2020 - DEC 2020, BRAINSTATION

Designed an iOS application that will reduce fast fashion carbon emissions through upcycling.

SKILLS

Sketch, Invision, Figma, Adobe Photoshop, Adobe Lightroom, Google Analytics, Google Ads, Cision, Press Reader, Traackr

PROFILE

As a UX designer I want to help maintain the human touch in a rapidly digitizing world. I have a background in healthcare and transitioned into UX for my love of design. Ultimately I believe, in today's competitive market, empathy, and understanding the customer journey are the keys to success.