

Emily Deighton

UX/UI DESIGNER

EXPERIENCE

Graphic Designer | Campbell Creative Solutions

JULY 2021 - DEC 2022, NIAGARA, ON

- Collaborate with Creative Director in building and executing multi-media campaigns across digital and print platforms
- Implement SEO and Google Analytics strategies to track and increase user traffic by over 15% on average

Marketing and Wine Club Coordinator | 13th Street Winery

MAR 2022 - NOV 2022, ST. CATHARINES, ON

- Designed and developed branding material, logo designs, and marketing materials for web and email to boost brand awareness
- Built and maintained lasting relationships with 1,400 wine club members through email, phone and social media
- Grew email subscriptions by 25% by creating and executing giveaway and social media campaigns

Teaching Assistant | Brock University

SEPT 2017 - APR 2018, ST. CATHARINES, ON

- Created and revised lesson plans and course content to facilitate seminar discussions and student-centred learning
- Facilitated meaningful discussions with 25 students in 4 different seminars by implementing strategies and exercises for engaging diverse groups and promoting critical thinking

Market Research and Outreach Associate | Thoughtfile

MAY 2017 - MAY 2018, ST. CATHARINES, ON

- Research the current market regarding technical support for psychologists and implementing effective client-centred engagement strategies to promote the companies services
- Participated in Google's 10-week digital accelerator program for high potential Seed to Series A tech startups to implement strategies for meeting the needs of new customers and markets

PROJECTS

UX Designer | Air Canada

FEB 2023, BRAINSTATION HACKATHON

- Leveraged design thinking principles to research, prototype, test, and collaborate with other designers and developers to implement a community-based digital solution for Air Canada within 24hrs.

End to End UX Designer | Bestie

NOV 2022 - FEB 2023, BRAINSTATION CAPSTONE

- Conducted user research, data analysis, prototyping and usability testing to create an app to connect friends and suggest activities to do based on their location and interests.

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emilydeighton.com

PROFILE

As a designer, I bridge my knowledge in psychology, marketing and design principles into creating compelling work.

With excellent communication and interpersonal skills, I am committed to connecting with clients and users to manifest their vision effectively across a vast, far-reaching spectrum of media.

I am curious to see how design will inform our future world!

EDUCATION

BrainStation | Diploma, User Experience Design

NOV 2022 - FEB 2023,
TORONTO, ON

Toronto Film School | Graphic Design & Interactive Media

SEPT 2020 - SEPT 2021,
TORONTO, ON

Brock University | Bachelors of Arts in Psychology (Honours)

SEPT 2015 - APR 2020,
ST. CATHARINES, ON

SKILLS

Adobe CC (Ps, Ai, Id, Xd, Ae),
Figma, InVision, Sketch, POP App,
Maze, Optimal Sort, Principle,
Zeplin, Google Analytics, SEO,
HTML, CSS