

ABI WHEELER

UX RESEARCHER & DESIGNER

EXPERIENCE

Server | Peninsula Lakes Golf Course

MAR 2022 - PRESENT, FONTHILL, ON

- Successfully manage multiple tasks in a fast-paced environment, prioritizing responsibilities to meet strict deadlines and ensuring satisfaction, while serving up to 250 guests.
- Collaborate with a diverse team of 15 people, including kitchen staff and other servers, to ensure seamless operations and smooth service delivery, promoting a cooperative and communicative work environment.
- Developed an eye for visual aesthetics by assisting with food presentation, plating, and table setup, considering the principles of balance, colour, arrangement, and usability.

Social Media Analyst | Brock University Book Club

SEP 2022 - APR 2023, ST CATHARINES, ON

- Analyzed and interpreted data collected from multiple social media platforms and systems to determine which platforms and posts encouraged the most user engagement.
- Increased social media and club engagement by 23% through implementing solutions within each division of the club based on weekly insight and analytic reports.

EDUCATION

BrainStation | Diploma, User Experience Design

MAY 2023 - AUG 2023, TORONTO, ON

Brock University | Honours Bachelor of Arts Degree in Psychology, Minor in Philosophy

SEP 2019 - APR 2023, ST CATHARINES, ON

- With First-Class Standing

PROJECTS

UX Researcher & Designer| Capstone Project

APR 2023, SCHOOL

- Successfully led a transformative capstone project focused on UX research and design, resulting in the creation of an innovative app aimed at fostering open and supportive parent-teen conversations on mental health.
- The app showcased a deep understanding of user needs and preferences, leading to positive feedback during testing.
- Leveraged strong research and empathetic design skills to develop an intuitive interface that encouraged engagement and destigmatized mental health discussions.

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SKILLS

Figma, POP App, Figma, Optimal Sort, Principle, Adobe Photoshop, Adobe XD, Zeplin, Microsoft Excel, Microsoft Word, Microsoft Powerpoint, Google Workspace, OpenAI, R, SPSS, Jamovi

PROFILE

With a passion for both research and design, I am using my knowledge of psychology to gain a deeper understanding of human-centred design. By combining design and psychology, I strive to effectively create customized products that foster meaningful user engagement within the intersection of these disciplines. With my expertise in conducting research and interviews, I strive to empathize with the intended users and create high-quality designs based on their indicated needs. I am eager to further expand my knowledge of UX/UI design principles and fundamentals as I explore new opportunities.