LOUIS GUARINO

UX/UI DESIGNER

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EXPERIENCE

Digital Marketing Specialist | Fibra Inc.

MAY 2023 - PRESENT, TORONTO, ON (REMOTE)

- Performed user research to understand Fibra's brand so marketing aligns with their goals.
- Developed and implemented digital marketing strategies to increase brand awareness and drive customer engagement.
- Managed and optimized various digital marketing channels, including email marketing, social media, SEO, and content marketing.
- Collaborate with CEO and marketing team to ensure marketing KPIs are being met and adjusted as needed.

Online Fitness & Nutrition Coach | Self-Employed

JUN 2012 - PRESENT, REMOTE

- Coached over 400 clients in creating healthier eating habits, and training methods, and losing thousands of pounds collectively.
- Developed fitness and nutrition branded content for various social media and online channels including infographics, videos, e-books, and blog articles.
- Crafted a top-of-the-line user experience for clients so client retention remained high.
- Simplified the process of online fitness putting client needs and experiences first.

EDUCATION

BrainStation | UX/UI Designer   Jun - Aug 2023

Hubspot | Digital Marketing Specialist   Apr 2022

LinkedIn Learning | Master Digital Marketing   Apr 2023

PROJECTS

Capstone Project | FITFUSION

AUG 2023, BRAINSTATION

- Created an app from start to finish by understanding the problems and needs of the user as UX researcher then designed the product based on the research and rounds of testing looking at function and accessibility.

SKILLS

Figma, Google Suite, Adobe Lightroom, Adobe Photoshop, Canva

PROFILE

I am a people-first creative with a background in fitness and nutrition coaching . I can learn hard skills quick but it's my soft skills in over 10 years of industry experience that made me an excellent communicator, leader, digital marketer, and creator of human experiences. I made the shift to UX/UI because it allows me to be human-centered while being creative in the process. I am looking to take make a full career transition into UX/UI design where I can continue to put people first through thoughtful design.