

# LAURA PETRE

## USER EXPERIENCE DESIGNER

### EXPERIENCE

#### Digital Designer | Joey Ai

DEC 2018 – MAY 2020, TORONTO, ON

- Collaborated with the digital marketing team to design websites, email marketing campaigns, newsletters, touchscreen interfaces, and social media ads.
- Created wireframes, high-fidelity UI mockups and prototypes.

#### Digital Designer | Montana Steele Marketing

SEP 2014 – DEC 2018, TORONTO, ON

- Designed websites, social media and email marketing campaigns, digital ads, signage and infographics.
- Optimized web image assets, handed them over to development for production, and built UI mockups based on specifications.

#### Graphic Artist | Blackjet

AUG 2013 – JUN 2014, TORONTO, ON

- Cooperated with brand strategists and developers to design and update websites, signage, brochures and magazine ads.
- Assisted with the design of email marketing campaigns, and social media advertising.

#### Graphic Artist | Padulo Integrated

SEP 2007 – AUG 2013, TORONTO, ON

- Collaborated with creative directors and copywriters to design direct mail, outdoor advertising campaigns.
- Created digital signage flash animations for PC Mobile.

### EDUCATION

#### BrainStation | Diploma Candidate, User Experience Design

SEP – DEC 2020, TORONTO, ON

#### George Brown | Certificate, Web Design and Development

SEP 2015 – APR 2017, TORONTO, ON

#### Humber College | Diploma, Graphic Design and Advertising

SEP 2000 – APR 2001, TORONTO, ON

### PROJECT

#### Homey Capstone Project | UX/UI Designer

SEP – DEC 2020, TORONTO, ON

Designed a mobile app that helps university students find affordable housing by connecting them with seniors with spare room.

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### PROFILE

I am a driven UX/UI designer with a background in graphic design and digital marketing. I am passionate about the design of successful products and human interaction in the digital age. User Experience design is a confluence of everything I love, as I have always been curious about system thinking, storytelling, philosophy, psychology and experience design.

My goal is to create simple, impactful experiences that harmonize user, business and technical opportunities.

### SKILLS

Wireframes  
UI Mockups  
Prototyping  
User Flows  
Experience Maps  
Storyboards  
User Research  
User Interviews  
Personas  
Usability Testing

### TOOLS

Figma  
Sketch  
Adobe XD  
InVision  
Principle  
Illustrator  
Photoshop  
InDesign  
basic HTML/CSS  
Webflow