

VÉRONIQUE BLAIS

UX DESIGNER

EXPERIENCE

Marketing Coordinator | BRP

JUL 2019 – MAR 2020, SHERBROOKE, QC

- Designed the global marketing department's internal website and interactively tested the design on specific users.
- Organized the information, designed the brand identity, and built an application for a corporate event with EventMobi.
- Collaborated with M&H, a creative agency in the production of a motion design video.
- Helped brands manage their communication and marketing content by setting up a cloud-based asset management system.

Project Manager | Branding Agency Cameleon

JAN 2019 - JUL 2019, QUEBEC, QC

- Coordinated the stages of implementation of mandates.
- Redesigned the transactional website of the agency company.
- Delivered a service offer for the redesign of a municipal website.

Marketing Coordinator | Whiteland, Quintsoul

MAY 2018 – SEP 2018, MONTREAL, QC

- Organized promotional and customer loyalty activities that included photoshoots, collaborations, and contests.
- Participated in the redesign of the transactional website of the company.
- Met with clients to analyze their issues and establish strategic solutions.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, TORONTO, ON

Sherbrooke University | Bachelors in Administration, Marketing

SEP 2017 - 2020, SHERBROOKE, QC

PROJECT

MOVE | UX Designer

SEP 2020, TORONTO, ON

Designed an IOS Native app that allows users to connect with like-minded people through fitness activities.

CoLabs | UX Designer

SEP 2020, TORONTO, ON

Collaborated in a five-day design sprint to create a digital solution that improves international student's online learning experience.

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PROFILE

My experience in marketing is where I discovered my interest in connecting products to people as a way to improve lives. Because I'm highly creative and curious, I intend to deepen my skills by integrating human-centered designs with my market-oriented background. I believe my mentioned strengths and background will allow me to succeed in the field of UX design.

SKILLS

Design

Illustrator, Photoshop, Sketch, Figma, Marvel POP, Axure, InVision, Principle, Zeplin

Marketing

Shopify, Google Sites, Google Analytics, Webflow

Project Management

Google Suites, Trello

Languages

French, English, and Spanish