

Michelle Serdan

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SUMMARY

Highly motivated UX Designer with 5+ years of experience in Graphic Design, looking to leverage my empathetic nature to understand user needs, solve problems, and provide creative solutions. Passionate about creating effective and intuitive interfaces that enhance user experiences. Adept at leveraging my Graphic Design background to create visually stunning products.

EXPERIENCE

Teaching Assistant, UX Design Diploma Program | BrainStation

May 2022 - August 2022, Toronto, Canada

- Supported Educators by leading mini-lectures, labs and workshops to further inform UX best practices.
- Improved learning outcomes by 15% via one-on-one teaching sessions with students, identifying learning needs and creating customized solutions to better understand course material. Developed feedback system for effective assessment and feedback.
- Graded assignments and provided feedback to students using a rubric to help them improve their performance resulting in a 100% graduation rate.

Graphic Designer | Freelance

June 2016 - March 2022, Toronto, Canada

- Collaborated with clients to establish a brand style across various media, creating style systems to maintain consistency and scalability.
- Created 100+ promotional materials for clients, including social media posts, videos, animations, print ads, illustrations, and packaging for product launches.
- Created promotional content for web and print including AR filters for snapchat and Instagram, flyers and signage leading to a 25% increase in engagement through social media.

Graphic Designer | Scent Republik

December 2018 - June 2020, London, England

- Collaborated with the Social Media Executive to produce social media assets that increased website traffic by 20% from the previous month.
- Conceptualized and executed a company rebranding for the MiXuP brand while creating the new CITIES brand through the stages of early development to the final stage of production.
- Designed responsive e-commerce websites for the MiXuP and CITIES fragrances, increasing online sales by 30% in the first month.

Graphic Designer | Entourage Sports & Entertainment

September 2018 - December 2018, London, England

- Designed Keynote presentations for 5 clients and 4 sponsors, for commercial opportunities and exhibition tournaments.
- Partnered closely with clients, athletes, and event organizers to understand their needs and deliver high-quality graphics that met their objectives while maintaining visual identity of clients brands.
- Implemented a process that improved the workflow of the Content Manager by 70% by utilizing a database to store and sort visual assets for print, digital, and social media.

EDUCATION

Diploma of Education, User Experience Design | BrainStation

Toronto, Canada, 2022

Bachelor of Design, Fashion Communications | Toronto Metropolitan University

Toronto, Canada, 2016

SKILLS

UX Design, UI Design, Graphic Design, Branding, User Research, Storyboarding, Wireframing, Prototyping, Usability Testing, Web Accessibility, Interaction Design, Figma, Sketch, Illustrator, Adobe XD, Premiere Pro, After Effects, Photoshop, InDesign, Accessibility Standards