

# MICHELLE SERDAN

PRODUCT DESIGNER

## CONTACT

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## SKILLS

### Research

Conduct research and strategy, usability testing, information architecture

### Design

Sketching, storyboarding, wireframing, prototyping, interaction design, mobile design, Design System, UI design, web design, accessible design

### Software

Figma, Sketch, Adobe XD, Illustrator, Photoshop, Premiere Pro, InDesign, After Effects, InVision, Marvel, Google & Office Suite

## EDUCATION

### User Experience Design Diploma

APR 2022

BrainStation

### Google UX Design Certificate

JUL 2022

Coursera

### Bdes. Fashion Communications

SEP 2016

Toronto Metropolitan University

## PROFILE

I am a UX/UI Designer with a background in Graphic Design. My desire to learn led me to Product Design, where I am now able to have empathy towards the challenges users are presented with. Going beyond the superficiality of design and creating delightful user experiences that leave an impact on the lives of people.

## WORK EXPERIENCE

### Teaching Assistant, UX Design | BrainStation

MAY 2022 - AUG 2022, TORONTO, CA

Selected for exemplary academic performance and communication skills. Alongside the Education Team, I support 14 Full-Time students attending BrainStation's UX Design Diploma Program.

- Hosting KO's and labs on a variety of UX topics.
- Grading UX design assignments and providing feedback.
- Providing 1-on-1 mentorship to support students.

### Graphic Designer | Freelance

JUN 2016 - FEB 2022, TORONTO, CA

- Consulted with clients to create visual solutions resulting in effective branding and editorial.
- Created promotional content for web and print including AR filters, flyers and signage leading to an increase in engagement.

### Graphic Designer | Scent Republik

DEC 2018 - SEP 2020, LONDON, UK

- Designed two e-commerce websites for their in-house fragrances leading to an increase of sales by 50%
- Developed four fragrances through the stages of product development leading to a successful launch on ASOS.

### Graphic Designer | Entourage Sports & Entertainment

SEP 2018 - DEC 2018, LONDON, UK

- Designed slide decks for various stakeholders in commercial opportunities, athlete representation and exhibition tournaments leading to effective sales pitches.

## PROJECTS

### Radar App | UX Designer

JAN 2022 - APR 2022, BRAINSTATION, TORONTO, CA

Radar is the emergency alert IOS app that lets you know when someone nearby is reported missing.