

Elise VanderWindt

WORK EXPERIENCE

Product Design Intern: Tucows

Remote (May 2022 – Aug 2023)

- Designed wireframes and high-fidelity prototypes with Figma for digital products
- Played a leadership role in creating a UI kit for an internal design system
- Conducted user research to understand customer needs and improve products
- Presented research findings on important topics, such as sustainable design, to inspire change
- Provided co-workers with valuable design feedback and encouragement on projects

UX Designer & Digital Marketer: Digital Consultants

Remote (Feb 2021 – April 2022)

- Designed mock-ups for websites and mobile applications for clients
- Analyzed target users and markets to develop digital marketing strategies that helped businesses grow online
- Created custom icons, logos, flyers, posters, and book covers with Adobe Illustrator and Figma for businesses
- Managed social media accounts for clients and designed consistent content that increased engagement
- Communicated with clients through virtual meetings to understand their needs and challenges
- Analyzed website traffic data and social media engagement to create monthly reports to present to clients

VOLUNTEER EXPERIENCE

Content Creator: UX Design Student Association

Brantford, ON (April 2021 – May 2022)

- Designed content for social media platforms to educate students about upcoming events
- Participated in team meetings and assisted in planning interactive events and activities for students

Yearbook Designer: The Carnegie

Brantford, ON (Oct 2019 – May 2020)

- Collaborated with team members to develop themes and concepts for the Wilfrid Laurier University yearbook
- Created page designs using Adobe InDesign
- Edited photographs using Adobe Photoshop

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Brantford, ON

EDUCATION

Bachelor of Design: Wilfrid Laurier University

Brantford, ON (2019 – Present)

- Fourth-year student of the User Experience Design program
- Dean's Honour Roll

SKILL HIGHLIGHTS

- Demonstrated design skills as a Product Design Intern for Tucows
- Proficient with Figma, Webflow, and Adobe Creative Suite
- Developed strong user research and UX design skills in an academic setting

ACADEMIC AWARDS

President's Gold Scholarship

Brantford, ON (2019 – 2024)

Scotiabank UXD Scholarship

Brantford, ON (2020 – 2024)

S.C. Johnson & Son Scholarship

Brantford, ON (2019)

Governor General's Academic Medal

Hamilton, ON (2019)