**STEPHANIE REA**
**UX/UI DESIGNER**

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416 902 5582

For those who wish to reach out:

Thank you for taking the time to read my mini bio. You will get the impression that I am a well-rounded work and life-experienced individual.

A sample of Interesting companies I worked with are:

- **Rewatt Power** - Helping organisations to generate and trade high-quality offsets and credits
- **Nova Scotia's Power** - Green Button Initiative, connecting user energy data for improving energy usage.
- **Jauntin** - Digitize and automate insurance distribution through microservices.

As a multi-faceted UX/UI designer for these companies, my responsiblities were to collaborate with the project owners & developers, be a part of daily scrums and work directly with clients. Gather the needs of the business and balance those with the needs of the end-user and to understand company practices and insights.

Looking at my resume, you'll see it reflects my UX/UI experience. However, my resume also details my past work history as the animation manager with Corus Entertainment's Ruby Gloom Cartoon series and my work in Ireland at a small but mighty place called Intermission Studio. I have 10+ years of experience as a freelance graphic/branding designer, which I feel gives me that visual edge and understanding of the importance of brand strategy and consistency.

As you can see, I wear many hats and am always interested in new challenges and opportunity.

Thank you for taking the time to consider me as a candidate for your organization. I look forward to the possibility of discussing my qualifications and experiences in more detail.

Warm Regards,

Stephanie Rea

# STEPHANIE REA
## UX/UI DESIGNER

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416-902-5582

## EDUCATION

**BRAINSTATION**
Premium digital skills training

**UX/UI Design - Full-time**
Completed 12 week full time (600+hrs) immerse UX/UI program to master skills, strategies, and technologies utilized in design & research.

**SENECA COLLEGE**
School of Communication Arts & Design

**Bachelor of Design - Full-time**
Studied principles of graphic design. Focusing on design process, typography, image-making and critical thinking.

## EXPERIENCE

**NOVA SCOTIA POWER**
SR UX/UI Designer - Full-time Contract
June 2024 - Present

**NS Power - Green Button - Connect My Data initiative**
Integrating London Hydros white label Green Button Product to match NSPowers
- Created Journeys for drupal and OnX developers for designated requirements
- Created high-level screens to demonstrate to internal teams and London Hydro partners
- Compiled research to understand the complexities of user securities to conneting their data for Green Button and discussed those findings

**TD BANK**
SR UX/UI Designer - Full- time Contract
Jan 2024 - May 2024

**TD - Save and resume experience platform**
Visual Experience Design
- Integrated new experiences within the TD mobile platform
- Created high-level concepts to demonstrate designs ideas to internal teams
- Collaborated and actively contributed to brainstorm sessions
- Implemented designs toat best address business goals

**NOVA SCOTIA POWER**
UX/UI Designer - Part-time Contract
Oct 2023 - Nov 2023

**NS Power - Site audit**
Sent a report on how to improve site efficiency
- Revealed redundancies
- Advocated to improve messaging for user clarity
- Suggested removing and rearranging content for continuity
- Recommended to match images with content

**JAUNTIN'**
UX/UI Designer - Full-time
Jul 2022 - Oct 2023

**Intact Insurance (US Devision) - Sub contract via Jauntin'**
Intergrating newly aquired companies to meet the requirements of Intact Insurance
- Updated components for SAM (Strategic Account Management) to match Intacts design system
- Simplified to improve steps for Underwriters by UX auditing @EAS, an underwriter platform, to improve client onboarding forms
- Integrating two yachting insurance platforms to make one

**Jaunt's website update**
Colaborated with management to identified how to improve their company's product
- UX audited site
- Re-brand from their theme of a " gig work" platform to align with their new goal of" micro-insurance" policies
- Built a new framework and design system
- UX/UI high-fidelity wireframe and prototype demos

**Global Indemnity (GBLI) - Special event insurance product**
Digitised GBLI's micro-insurance policy for broker convenience/useability
- Framework and design system in place
- Built on UI design system
- Prototyped Hi-fidelity wireframes
- Demonstrated design ideas to internal teams

**REWATT POWER**
UX/UI Designer - Full-time
May 2021 - Sep 2022

**Buyer/seller platform to accelerate removal of carbon emissions through financial gain**
- Worked closely with the founder, project manager and developers
- Compiled UX audits
- Researched the analogue process of filling out physical forms to formulate and digitise a complex rule system
- Redesigned components, presented wireframe features and built the UI library
- Maintained brand consistency
- Facilitated demos for client presentation
- Gathered company insights, executed high-fidelity wireframes, and prototyped
- Established information architecture
- Balanced company needs with user needs

**NOVA SCOTIA POWER**
UX/UI Designer - Contract
May 2021 - Jun 2021

**NS Power's home illustration and info pop-up customer online engagement tool**
- Designed a home illustration prototype by designing components - E-Car, E-bike, Smart Meter, Home battery etc.
- Designed customer engageme components to make energy categories easily accessible for adults and children

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## EXPERIENCE

**JAUNTIN'**
UX/UI Designer - Full-time Contract
Jan 2020 - Mar 2021

**Jauntin' site re-design**
- Visually defined business objectives to communicate the white labelling process of jauntin's product for the insurer's platform
- Broke down the requirements into stages
- Built the information architecture
- Determined features based on company messaging and strategies
- Produced the low and high-fidelity wireframing and prototypes

**Global Indemnity (GBLI) - Snow clearing insurance product design**
Micro insurance policies for snow plough operators. Insurance on-demand
- Designed end to end prodcut
- Colaborated with project managers,
- Created the information architecture, provided high-fidelity wireframes, and presented Invision prototypes.
- Built UI library

**Re-naming/logo design - Undrewing health + wellness brand**
- Corolated a list of names that embodies insurance, health, and affordability.
- Sketched a multitude of logos.
- Finalized design as wing that represents protection & care, "taking you under wing" and combining the letters U&W, making it the shape of a wing.
- Illustrated the final logo
- Created marketing material for the newly created UnderWing brand

**UX - Undrewing health + wellness**
Formulated a new design solution regarding UnderWing's users frustrations with the cancellation process of their policy
- UX reviewed/audited existing process
- UX designed user flows, high-fidelity mock ups and prototypes

**MY DESIGN LOUNGE**
Graphic Designer Freelance
Jan 2004 - Jan 2020

**Creative consultant and designer**
- Establish modern, elegant designs & create a new brand presence
- Researched client's objectives & target audience to identify the proper course of action
- Developed strategy, layout designs to social media content
- Partner with web, production, & retail teams to ensure unified communications
- Negotiated pricing & work within decided budgets & specifications

**NELVANA CORUS ENTERTAINMENT**
Animation Manager - Full-time
May 2006 - May 2007

**Animated series, Ruby gloom**
- Liaison between Toronto & Vancouver offices
- Key support to animation & technical directors
- Ensured storyline consistency by storyboard read-throughs
- Delegated animation content to our Toronto & Vancouver teams
- Managed team deadlines

**INTERMISSION STUDIO IRELAND**
Lead Animator - Full-time
May 2003 - Nov 2004

**Team lead**
- Collaborated on storyboard layouts
- Animated for broadcast openings, promos, bumpers, and IDs
- Establishing a consistent brand look
- Managed clients

## TOOLS

**UX/UI**
- Figma
- Sketch
- Pen & Paper
- InVision
- Zeplin
- Confluence

**Adobe CC Suite**
- Photoshop
- Illustrator
- AfterFx
- InDesign

**Google**
- Slides
- Sheets
- Docs

## UX/UI SKILLS & ASSETS

**Hard Skills**

Usability Testing
User Research/Interviews
Site Audits
Wire-framing
Prototyping
Persona Development
Information Architecture
Concept Development
Branding Strategy
Package Design
Project Management

**Soft Skills**

Team player
Good communication
Personable
Positive attitude
Approachable
Decisive
Good listener
Flexible/Adaptible