

CARRERA CALDWELL

INTERACTION DESIGNER (UI/UX)

1280 Haro Street, Vancouver, BC

604-374-8633

carreracaldwell@gmail.com

 [/carreracaldwell.com](http://carreracaldwell.com)

 [/carreracaldwell](https://www.linkedin.com/in/carreracaldwell)

OVERVIEW

I am seeking a position that enables me to apply my current knowledge and skillset of interaction (UI/UX) design while working alongside talented individuals who can help me master my craft and challenge my thinking. I am a hard worker, quick learner and well-articulated. I have a wide range of skills that will benefit any company I work for and am dedicated to everything I do. I believe I have the skills and ambition to excel in the technological world yet yearn to keep learning from a supportive and collaborative team that will give me invaluable knowledge needed to truly succeed in my career.

ACHIEVEMENTS

- ADOBE DESIGN CIRCLE SCHOLARSHIP** May 2020
 Adobe
 I was one of ten recipients out of 1000 applications worldwide and the only in Canada to be acknowledged by Adobe and receive an invitation to the international [Design Circle Scholarship](#) Program. I was selected for me excellency, passion, talent and potential to excel as a future designer.

EXPERIENCE

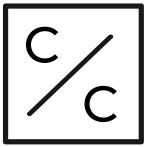
- UX Web Designer** Nov 2021 - Present
 Bare Advertising and Design
Requirements Gathering, Wireframing, Mockups, Prototyping, QA
 - Lead all web projects that came in from start to finish.
 - Collaborated with project managers and a team of web developers to ensure quality of usability and overall design execution.
 - Reviewed existing projects for UX improvements
 - Supported the development team with content entry, building WordPress basic websites and working with Hubspot to build lead generating landing pages.
- UX DESIGN INTERN** May 2021 - Nov 2021
 Ammunition Group
User testing, Prototyping, App Design, UX Design
 - Performed user test analysis on various ID and app projects
 - Prototyped and spec'd the app and machine interface for a coffee machine.
 - Designed wireframes and mockups for websites and apps that follow UI/UX principles
- JR WEB DEVELOPER** June 2020 - Present
 Mellenger Interactive
App Design, Web Design, Front-end Web Development, Digital Art Direction
 - Designed and built new websites using Drupal and Webflow
 - Updated website content and design with html and css
 - Designed wireframes and mockups for websites and apps that follow UI/UX principles in Adobe XD and Sketch.
 - Designed digital assets for websites, social media and app store postings

(Continues Above)

- INTERACTION DESIGNER (UI/UX)** Oct 2018 - Mar 2020
 Elevator Strategy Advertising and Design
Web Design, Junior Art Direction (Digital & Print), Front-end Web Development
 - Designed and built new websites using WordPress and mockups that follow UI/UX principles in Adobe XD.
 - Designed digital and print ads for all mediums such as magazines, TSAs, display ads, movie theatre pre-shows, social media, and email marketing templates.
- Design & Operations Manager** Dec 2019 - Present
 Flipt Digital Inc.
Web Design, Lead Designer (Digital & Print), Front-end Web Development
 - I am the director of an all-service digital studio. I am the design lead on all projects from websites (WordPress, Squarespace, Shopify), social media management and print.
 - I am the primary contact between all clients and project manage any contractors we hire, leading meetings to determine and manage the client needs and expectations.

VOLUNTEER EXPERIENCE

- WEB MANAGER** Sept 2022 - Present
 Young Women in Business
 Young Women in Business is a community for emerging female leaders and young professionals who want to create their own success. It is largely volunteer based and I manage everything website related for the organization.
- WEB & OPERATIONS MANAGER** Mar 2019 - Present
 Creative Pulse
 I am in charge of website management and future developments as the company expands and grows to reach larger audiences. I am currently undertaking the redesign and development and assist in other areas from volunteer onboarding and event logistics to social media management.
- KITCHEN VOLUNTEER** Oct 2018 - Mar 2020
 The Union Gospel Mission (UGM)
 I volunteer in the kitchen weekly helping sort through the food donations, dinner prep, service and clean up.



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EDUCATION

BUSINESS ADMINISTRATION BACHELORS

British Columbia Institute of Technology (BCIT)
Oct 2020 - Apr 2022

This full-time bachelor program bridged my design education to a full bachelor's degree teaching me valuable skills in how to properly manage a business and take into consideration needs of the client as well as the business, that of which I am able to directly apply to my own companies and projects I work on.

NEW MEDIA DESIGN & WEB DEV DIPLOMA

British Columbia Institute of Technology (BCIT)
Oct 2018 - Oct 2020

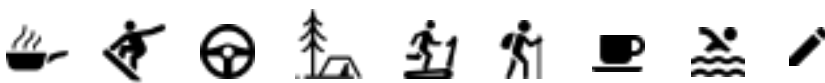
This full-time program has taught me the skills necessary to build websites from scratch, with CMS and how to build WordPress themes from scratch. Technical skills taught include UI/UX principles and best IA best practices, graphic design using the Adobe Creative Cloud and coding with languages such as (HTML, CSS, JS, PHP & SQL).

SKILLS & ABILITIES

- UI/UX Design
- Accessible Design
- Information Architecture
- Project Management
- Critical Thinking
- Copywriting key-worded content
- Listening and closely following instructions
- Multi-tasking and quickly adapting to new environments
- Understanding the needs of the client and the company
- Punctuality and time management
- Proficiency in French
- Basics in Mandarin



INTERESTS



REFERENCES

CRAIG REDMOND | Creative Director
Elevator Strategy Advertising and Design
604-603-0152 | craig@elevatorstrategy.com

SCOTT MACGREGOR | Director of Lifecycle Marketing
CXM Consulting
604-992-6190 | scott@cxm-consulting.com