

# SHANNON HALYCZ

USER EXPERIENCE DESIGNER

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## Summary of Qualifications

Experienced, self-driven, and curious UX Designer with a strong focus on simplifying complex workflows for diverse users. Skilled in creating wireframes, interactive prototypes, user flows, journey maps, and personas using Figma and Adobe XD to improve usability, efficiency, and accessibility. Proficient in Figma, InVision, Adobe Creative Suite, Miro, and basic HTML/CSS. Knowledgeable in accessibility and inclusive design principles. Strong background in user and competitive research, including interviews, surveys, and secondary research to inform data-driven design decisions. Collaborative team player with experience working in agile environments, managing multiple projects, and communicating effectively across remote and in-person teams. Experienced in facilitating user testing and translating insights into actionable design improvements.

## Education

### Master of Digital Experience Innovation

University of Waterloo, Ontario | Graduated 2025

### Bachelor of Design (User Experience Design)

Wilfrid Laurier University | Graduated 2023

### Diploma (Multimedia Design & Development)

Humber College | Graduated 2018

## Relevant Experience

### UX Designer – Mozilla Collaboration, University of Waterloo, Waterloo, ON | April 2025

- Designed a complex browser system for students, improving workflow efficiency, privacy, and organization
- Conducted competitive analysis of 6 platforms and developed a SWOT analysis to guide design strategy
- Analyzed secondary research to identify key insights and inform design priorities
- Conducted 2 task-based usability tests to evaluate features and improve user experience
- Created wireframes and 3 interactive Figma prototypes to support ideation and testing
- Presented design concepts and final solutions to Mozilla stakeholders, advocating for user-centred design

### UX Designer – William & Mary Collaboration, Wilfrid Laurier University, Brantford, ON | 2022-2023

- Designed user workflows for administrators and specialized users, simplifying database navigation and retrieval
- Conducted research on 5 competitors and completed 6 user interviews to inform design decisions
- Created 3 journey maps and personas to guide the product strategy
- Developed 4 interactive Figma prototypes to support iterative testing and refinement
- Collaborated with professors, developers, and stakeholders to align design solutions with project goals
- Presented research findings and UX recommendations to guide the development of user-centred systems

### Design Intern, Absolute Data Destruction, Toronto, ON | Jan 2018 - Mar 2018

- Collaborated with business owner to design a new company website
- Created brand guidelines using Adobe Illustrator
- Improved site navigation and overall user experience

### Design Intern, The Right Solution, Mississauga, ON | Feb 2015 - May 2015

- Developed and executed a brand expansion strategy
- Increased brand recognition and audience reach

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## Professional Experience

Seasonal Video Editor / Production Worker, Fujifilm Canada Mississauga, ON | 2018- 2019

- Edited customer videos, improving quality and overall user satisfaction
- Addressed customer concerns and resolved issues in a timely manner
- Handled packaging and labelling operations, consistently meeting daily production targets