

# Shannon Halycz

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shannonhalycz.com

UI/UX Designer with a background in Graphic Design, Web Development and media editing, who is passionate about finding solutions to users needs by creating impactful and desirable designs.

## SKILLS

### UX Design

- Journey & empathy mapping
- Persona building
- Developing storyboards
- Wire-framing
- Rapid prototyping
- Conducting & analyzing user research
- Receiving and implementing feedback
- Teamwork and collaboration

### Graphic Design

- Colour theory
- Typography
- Branding
- Spacing/Scaling

## TOOLS

- Adobe Creative Suite
- Figma
- Invision
- Visual Studio Code
- Microsoft project
- HTML & CSS
- Miro
- OptimalSort
- WordPress
- Github
- Microsoft Excel
- Javascript

## EDUCATION

<b>Degree</b> 2019 - 2023	Wilfrid Laurier University User Experience Design (Bdes)
<b>Diploma with Honours</b> 2016 - 2018	Humber College Multimedia Design & Development
<b>Certificate</b> 2020	Panel on Research Ethics TCPS Core 2: Ethical Conduct for Research Involving Humans
<b>Certificate</b> 2018	Humber College Making Accessible Media

## EXPERIENCE

### User Experience Design Student

*Wilfrid Laurier University | 2019-20223*

- Worked in collaboration with UNICEF & Overlap to develop a children's survey. Focused on improving accessibility and abandonment rate. You may view this project in [my portfolio](#) for more details
- Worked in collaboration with Wilfrid Laurier's LOCUS program to develop an online forum for transferring students. Focused on increasing communication amongst the targeted group
- Conducted usability tests and feedback sessions with users and clients to influence direction of the design

### Junior Graphic Design Intern

*The Right Solution | 2015*

- Worked closely with co-founders to improve brand recognition
- Developed & implemented plan to expand brand

### Junior Graphic Designer & Web Developer Intern

*Absolute Data Destruction | 2018*

- Worked with CEO and Web team to design and develop a website for a new branch of the company
- Developed brand style guide to establish brand identity on website
- Established information architecture. Improved users ability to navigate website

### Video Editor

*Fujifilm Canada | 2018-2019*

- Removed copyright content from customer videos
- Addressed & resolved customer complaints

*Reference Upon Request*

## ACHIEVEMENTS & AWARDS

### Dean's Honour Roll Recipient

*Humber College | 2018*

### Dean's Honour Roll Recipient

*Wilfrid Laurier University | 2019, 2020*

### Dean's Honour Roll Recipient

*Wilfrid Laurier University | 2021, 2022*

### In-Course Scholarship

*Wilfrid Laurier University | 2020*

## VOLUNTEER

### Podcast Editor

*Decode Podcast | 2021- Present*

- Helped develop student made podcast that serves as a conversation medium tackling relevant topics, issues, and culture conversations about User Experience Design
- Remove irrelevant conversations from recordings
- Adjust & manage audio levels
- Reduce background noise