

# BRITTANY A. MCDONALD

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## Education

### Digital Design & Development | Diploma

*British Columbia Institute of Technology (BCIT)*

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*Burnaby, BC | 2019–21*

### Performance & Communications Media | Diploma

*Memorial University of NL*

*St. John's, NL | 2014–15*

### Folklore (Music & Culture minor) | Bachelor of Arts

*Memorial University of NL*

*St. John's, NL | 2009–14*

## Technical Skills

UX/UI + Graphic Design, Research, Wireframing, Prototyping, Maps + Flows, Storyboarding, Accessibility, Wordpress, Marketing, Agile, HTML, CSS (+ JS)

## Soft Skills

Empathetic, Creative, Adaptable, Team-Oriented, Detailed, Critical Thinking, Communication Skills, Problem Solver, Positive Attitude

## Tools

Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, XD, After Effects, Premiere Pro), ChatGPT, Webflow, Lunacy, Miro

## Summary

A multifaceted **UX/UI + Graphic Designer** passionate about building value-driven, dynamic and engaging design solutions by merging a creative + technical background in digital design with marketing + research acumen.

Trained in UX/UI, graphic + responsive design, interactive Figma prototyping, user research, accessibility and design-thinking. Highly proficient in Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign, After Effects, Premiere Pro), HTML, CSS + working knowledge of JS. Over 2 years of professional experience as a digital marketer and graphic designer. BCIT *Digital Design & Development* graduate with a *Bachelor of Arts in Folklore*.

## Employment

### Graphic / Digital Designer | Freelance

*Sept 2023 – present*

- Work with clients, understand goals, research + brainstorm ideas and design data-driven creative solutions that meets business goals

### Graphic Designer, contractor | InFocus Film School

*Vancouver, BC | Sept 2023 – June 2024*

- Created graphic design assets for digital + print (event posters, social media + film screening booklets)
- Liaison with team leaders about project briefs, concepts, updates, iterations and final project approval

### Digital Marketing Coordinator | InFocus Film School

*Vancouver, BC | Sept 2022 – Sept 2023*

- Conducted initial curriculum outline for a planned 4-month UI/UX Design certificate program
- Graphic, web + brand designer for 'Film Heist' filmmaking competition (2023)
- Managed all social media accounts, generated regular blog posts on topics in the film industry and helped to maintain Wordpress websites
- Created digital + printed promotional content for marketing campaigns. Conducted market research and competitive analyses

### Digital Marketer > Marketing Coordinator | Aarcomm Systems Inc.

*Coquitlam, BC | June 2021 - Sept 2022*

- Created various creative marketing assets (brochures, mailers, stickers, etc)

- Planned, filmed, edited & distributed 6 product-related Youtube videos (instructional videos, demos & promos)
- Generated + implemented a new digital marketing strategy. Created product launch campaigns with sales team
- Wrote and distributed educational blog posts covering a range of topics in technology, best practices & products
- Developed + analyzed Google Search & paid social ads. Refined SEO copywriting on website to boost ranking
- Created and distributed social media posts + email campaigns for customers and leads using Salesforce CRM

### UI/UX Designer (BCIT Practicum) | Grist Goeson Memorial Hatchery

Port Coquitlam, BC | Spring 2021

- Worked collaboratively with full-stack developers to build a responsive data management web app
- Designed Figma prototypes for various pages in the web app. Worked with client to design branding + logo

### Museum Interpreter > Visitor Manager | Railway Coastal Museum

St. John's, NL | 2015 – 2019

- Coordinated and conducted guided museum tours. Led program development for monthly themed events
- Managed all RCM social media accounts, monthly e-newsletter and Wix website

## Additional Training

- **Build Your Skills as an Instructional Designer** | Learning Path | **LinkedIn** | Online | 2024
- | **Gamification of Learning** | Course Certificate | **LinkedIn** | Online | 2024
- | **UX + Design Hack (finalist)** | Workshop | **IterateUX and DesCan** | Emily Carr University | June 2024
- | **Accessibility-First Design** | Course Certificate | **LinkedIn** | Online | 2024
- | **Designing Microinteractions with Figma** | Course Certificate | **LinkedIn** | Online | 2024
- | **Innovation Through Design** | Course Certificate | **Coursera (Online)** | University of Sydney | 2023
- | **Agile User Experience Design and Research** | Course Certificate | **LinkedIn** | Online | 2023
- | **Interaction Design: Dashboards and Visualization** | Course Certificate | **LinkedIn** | Online | 2023
- | **Interaction Design: Software & Web Design Patterns** | Course Certificate | **LinkedIn** | Online | 2023

## Additional Experience

**Small Business Owner (launching in January 2025)** | **Etsy Shop – Graphic Design** | Online | *present*

**Graphic Designer & Social Media (volunteer)** | **High End Dying** | Dir: Helen Liu | Vancouver, BC | 2023

## References

Available Upon Request

**BRITTANY A. MCDONALD**

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