

# SAMANTHA ZEGER

UX/UI Designer | Product Designer | Graphic Designer | Illustrator

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[🌐 My Portfolio](#) [🌐 My LinkedIn](#) [📍 Thornhill, ON](#)

## RELEVANT EXPERIENCE

### UX/UI DESIGNER | PEOPLEDO HEALTH + WELLNESS

OCT 2024 – PRESENT

- Redesigned psychotherapy website using Figma and implemented updates on Google Sites
- Created wireframes, icons, graphics, style guides, and logos, establishing a cohesive visual identity
- Conducted competitor analysis and heuristic evaluations to inform design trends and improve usability
- Developed a brand identity and UI kits with WCAG compliant colour palettes for enhanced accessibility

### UX/UI DESIGNER | LANTERN CAPITAL

MAR 2023 – AUG 2024

- Designed SaaS financing web app and led website redesign to enhance user experience
- Created wireframes, icons, style guides, logos, and other design assets for cohesive branding
- Developed visuals like storyboards, user personas, journey maps, and user flows to illustrate customer experiences
- Conducted user research, including competitor analysis, card sorting, and user testing, with a focus on accessibility and WCAG compliance
- Collaborated with Marketing to produce brand books, company merchandise, and social media content, maintaining brand consistency across platforms

### GRAPHIC DESIGNER | KATCH MEDIA GROUP

JUN 2021 – NOV 2021

- Designed logos, graphics, and characters for websites and social media
- Developed brand books, brand identity, and colour palettes for clients
- Communicated with influencers to promote brands
- Collaborated with various clients to create optimal brand imaging

### GRAPHIC DESIGNER | YONGE DUNDAS SQUARE

MAR 2019 – MAY 2019

- Produced 12 poster designs for City Cinema event
- Completed designs with a quick turnaround time based on last minute changes
- Implemented all necessary edits based on client feedback
- Established strong relationships and communication with Marketing & Communications Specialists within the company

## EDUCATION

### UNIVERSITY OF TORONTO | CERTIFICATE in UX/UI DESIGN

JUN 2022 – DEC 2022

- Completed a 6-month intensive course in user experience and interface design, developing skills through various app concepts and responsive web designs
- Proficient in Figma, Miro, and InVision

### OCAD UNIVERSITY | BACHELOR OF DESIGN in ILLUSTRATION

SEPT 2013 – JUN 2018

- Advanced proficiency in Adobe Creative Suite, particularly Photoshop and Illustrator, with experience designing posters, logos, icons, and templates
- Completed a program thesis by conceptualizing and producing 10 cohesive pieces to convey a unified message

## SKILLS

**Design & Research:** Wireframing, prototyping, user research, A/B testing, qualitative interviews, user testing, and user empathy

**User Experience:** Information architecture, journey mapping, and user flows

**Soft Skills:** Storytelling, communication, organization, leadership, teamwork, time management, and problem-solving

## PROGRAMS

Figma, Miro, InVision, Adobe Photoshop, Adobe Illustrator, Adobe XD, Procreate, Canva, Microsoft Word, Microsoft PowerPoint, Google Drive, Google Sites, Wix, Squarespace, Sketch, CodeTwo, Flodesk, ChatGPT