

alison howes.

UX/UI Designer

647.226.7015 / alison_designs@outlook.com / [LinkedIn](#) / [Website](#) / [Dribbble](#)

I'm a designer who's seen many corners of the industry - from small agencies and start-ups to big tech. Passionate about all things accessibility and data, I love to craft innovative solutions that prioritize user needs and enhance usability.

If you're hoping to build a new buy flow, simplify your site's navigation or run an impactful marketing campaign, let's connect!

Summary of Qualifications:

- Strong experience with UX best practises
- Expert in Adobe Creative Suite and Figma
- Strong animation experience in After Effects and Lottie
- CMS experience with Contentful
- Working proficiency in written and spoken French

Professional Experience:

UX/UI Designer, Freedom Mobile, Toronto (May 2023-Present)

- Created web experiences to educate users following the launch of Freedom's 5G capabilities
- Moved the digital team's primary wireframing platform from PhotoShop to Figma
- Designed, built and maintained Freedom's Newsroom
- Launched Roam Beyond plan, the first global mobility plan in Canada

Production Designer, Square, Toronto (September 2021-Mar 2023)

- Rebuilt Square's "Press" page after 6 years and launched in 7 different locales
 - Collaborated with Brand Creative to develop Commerce campaign page and various campaign pages in Contentful
 - Designed and developed teaser landing page for Square Stand launch
 - Taught the Gobar Social Team the basics of Figma through video and interactive tutorials, as well as weekly office hours
 - Created illustrations and graphics for internal workshop "Managing Through Unprecedented Times"
- Mentored other designers during creation of artwork for "Remote Squares" swag and "Take Your Kid to Work Week" events

Graphic Designer, Dessa, Toronto (May 2019-September 2021)

In February 2020, Dessa was acquired by Square Inc.

- Rebranded Dessa from enterprise machine learning consulting firm to secret AI lab at Cash App
- Led design and execution of company website
- Created new brand guides, illustrations and colour palette
- Developed design for and led production of a Dessa-branded clothing line
- Contributed to launch of company Instagram page, amassing over 800 followers in first year

Graphic Designer, GroupSJR, Toronto (Sept. 2018-May 2019)

- Executed website design and UX for Saputo Foodservice

- Used After Effects to create short social media animations for Maytag
- Created infographics for Interac to educate users about fraud prevention, e-transfer, and the rise of Women in FinTech
- Contributed to 2019 Marketing and Creative Strategy for Rio Tinto
- Community management and social media moderation for Ford Canada
- Assisted in developing a company briefing strategy for SJR's growing creative team

Graphic Designer, ecobee, Toronto (Jun. 2016-July 2018)

- Art directed shooting and editing of ecobee3 lite and ecobee4 installation videos, helping to reduce customer service calls by as much as 60%
- Led retail creative development for test launch of ecobee3 in Costco, beating out lead competitor Nest and getting ecobee3 into 500 Costco stores across the United States
- Developed customer emails for Donate Your data initiative using MyEmma
- Produced packaging, install manuals and reviewers guide for product launch of ecobee3 lite

Freelance Intermediate Production Designer, Various, Toronto (Apr. 2015-Aug. 2016)

- Executed floorplan designs and other sales collateral for Great Gulf's Arbour Peaks subdivision
- Designed and animated social posts for Caesarstone and Shwarzkopf
- Assisted with design of Shaw/Shomi email campaign for a client pitch
- Created presentation decks for client proposals
- Primary production artist on Volksfest DMT digital banners and "10 days of Jetta"
- Aided in the shipping of Volkswagen's "Apology Letter" campaign to 150 Canadian newspapers
- Constructed print and screen-ready layouts for Workopolis, Aequitas and Merchant of Tennis

Studio Intern, Zulu Alpha Kilo, Toronto (Jan. 2015-Apr. 2015)

- Optimized layouts for print and digital publication, correcting colour, images and body copy
- Primary operator for the Bell Restart campaign, a widespread OOH project that has since become a recurring piece in Bell's advertising strategy
- Lead production artist on Interac's fifty-piece Be in the Black OOH campaign
- Collaborated with art directors and account team members to determine specific creative and client needs

Education/Certifications:

Certificate - Paid Advertising Essentials
Red Academy: Toronto, ON (2018)

Provisional RGD Designation
Registered Graphic Designers of Ontario: Toronto, ON (2017-present)

Advanced Diploma - Graphic Design
Durham College: Oshawa, Ontario (2012-2015)