

MADELEINE BEAUPRÉ

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SUMMARY OF QUALIFICATIONS

- **UX/UI Designer** with experience in UX research, documentation, visualization, championing good UX/UI design, and leading product improvement projects
- **Graphic Designer** with experience designing and creating logos, implementing branding and colour schemes on promotional materials and WordPress websites
- **Writing and Communication**, with experience in content creation for blogs, website copy, marketing materials, internal documentation and customer support documents
- **Technical Skills:** Adobe Photoshop, Adobe Illustrator, Figma, Research & Analysis, Wireframing, Prototyping, User Flows, Writing, Illustration, Graphic Design, HTML & CSS

RELEVANT EXPERIENCE

Graphic Designer – Weir Project Consultants, Toronto

Nov 2022 - Jan 2023

- Developed and created company logo and brand materials

Communications Manager – Careerleaf Inc, Toronto

Apr 2014 - Aug 2022

- Created mock-ups, wireframes, and prototypes to visually communicate product changes for developers and stakeholders, and to validate ideas prior to development work and code changes
- Conducted UX research through problem definition, primary research, and competitive and analogous product research
- Worked with cross-disciplinary teams to write user stories and create user flows for product improvements and new features; creating release notes and product support documents for clients
- Identified and structured specific projects for improving user experience and updating user interfaces to reflect modern usability standards and aesthetics

- Modified default WordPress themes, plugins, and widgets with custom HTML & CSS, editing customer logos and other images to fit size, visibility or format requirements
- Provided support to clients in developing and implementing branding with colour schemes and layouts

Logo Designer & Graphic Design Consultant – Bleating Heart Press, Toronto
Mar - Oct 2017

- Developed logos from sketches and concepts to final product for three websites
- Worked with internal stakeholders to align logos and additional graphics assets for web and print with branding and marketing goals
- Consulted on colour palettes and WordPress theme customization on three media websites

EDUCATION

User Experience Design Certificate, General Assembly Canada
Aug - Oct 2022

- UX Design course focused on UX research, testing, analysis, user flows, wireframing, visual design, and prototyping

Digital Art Production Certificate, Toronto Metropolitan University School of Continuing Education, Toronto
Jan 2019 - July 2021

- Courses in User Experience Design, Graphic Design, Digital Innovation, Animation Principles, and Visual Studies

AWARDS

Professional Development Award - Course Series: Web Design
Aug 2021

- Toronto Metropolitan University School of Continuing Education, Toronto

Professional Development Award - Course Series: Fine Arts Practice
Dec 2020

- Toronto Metropolitan University School of Continuing Education, Toronto