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# Mishelle Menzies

## Product Designer

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### EDUCATION

User Experience  
Design Course  
Brainstation, 2017

Creative Advertising  
BA (Hons)  
Humber College  
2006 - 2010

### ACHIEVEMENTS

Silver for Best  
Digital Initiative  
Digital Publishing  
Awards, 2016

Merit Award for  
Best Presentation  
National Newspaper  
Awards, 2016

Silver for Best  
Ad Campaign  
AWNA, 2014

### OTHER SKILLS

User Research  
Journey Mapping  
Sprint Planning  
Low-to-High Fidelity  
Wireframes  
Interactive Prototyping  
User Testing

### EXPERIENCE

#### Product Designer

Freelance | April 2018 - Present

Developing digital products from various stages of their life cycle. I will typically provide: research analysis, UX direction, prototyping, user testing and the building of design systems. Some of my clients include Rose Rocket, CIBC, Star Media Group, Victoria Emerson, Mala Prayer and EatSleepRide.

#### User Experience Designer

The Home Depot | October 2017 - April 2018

Brought on to design the 'ProReferral' app. Role included user research, journey mapping, wire-framing, file prep for handoff and building a UI design library.

#### User Interface Designer

Toronto Star | April 2015 - August 2017

Lead Designer for the interactive 'Star Touch' tablet app. My role included meeting with editorial staff, assisting in long-term projects and developing UX/UI solutions.

#### Design and Production Manager

The Fitzhugh Newspaper | October 2012 - February 2015

Duties included managing advertising clients, proofing paper for correctness of colour, fonts and graphics and developing advertising initiatives and campaigns.

#### Junior Art Director

Y&R, Extreme Group, BBDO | January 2010 - March 2011

Working with a team to ideate and pitch print and digital campaign ideas. Worked with many clients including LG, Quiznos, G&T, Audi and Robaxacet.

☰ [References Available Upon Request](#)