

Chloe Pietrasiak

Graphic Designer

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Experience

Graphic Designer
Yogen Früz
Feb 2023- Aug 2023

- Designed multiple brand campaigns for launch **across 24 locations in Canada** consisting of in-store print and social media marketing.
- Increased social media presence for four signature brands; Yogen Früz, Früz Tea, Sweet Jesus, and Yogurty's.
- Leveraged qualitative and quantitative research methods to build **competitive analysis, user personas, and site maps** for Yogurty's website re-design.
- Advanced photo manipulation for social media and campaigns.

Ui/Ux Designer
BrokerPocket
Jan 2022- Jul 2022

- Optimized brand standards throughout social media marketing that increased **new user engagement by 45%** over the **course of 3 weeks**.
- Collaborated with cross - functional teams **leading the re-design of BrokerPocket's website and mobile screens** developing design systems, high-fidelity mockups, and prototyping.
- Utilized **user flows and UI components across mobile and desktop screens** for product development.

Digital Designer
MeadowBrook
Apr 2021 - Jan 2022

- **Headed the re-branding** of Meadowbrook's identity across print and digital marketing.
- Strengthening presentations following an upcoming roll out program for new comers entering the construction industry.

Education & Certifications

Honours Bachelor of Interaction Design
Sheridan College
Sept 2017 - Jun 2021

Certificate in Creative Leadership & Problem Solving
Sheridan College
Sept 2017 - Jun 2020

Art Fundamentals
Sheridan College
Sept 2016 - Jun 2017

TCPS 2 Core Certificate
Sheridan College
Oct 2018

Google UX Design Specialization
Coursera
Aug 2023

Skills

Design Tools:
Figma, Adobe Creative Suite, Google Suite, Miro, JIRA, Wix, MailChimp, Constant Contact, Later, Canva, HTML/CSS

Design Skills:
Visual design, Branding, Prototyping, Storyboarding, Mockups, Accessible design Usability testing, User research, Data Visualization

Other:
Communication, Collaboration, Critical Thinking, Attention to detail, Time management