



TYANA AWADA **UI / UX DESIGNER**

I am a passionate visual storyteller who champions for human-centred thinking and deep user empathy. I thrive in opportunities where I can distill complicated systems into seamless interfaces and work relentlessly to build products that don't sacrifice goals. Curiosity is a major hobby of mine and I live and breathe the process of iteration.

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EXPERIENCE

FREELANCE DESIGNER

June 2014 — Present Ottawa, ON

- Created visualizations that enhance learning and/or promote awareness about socio-economic issues, the environment, climate change, and wildlife
- Published work featured in the Canadian Geographic, Science Magazine and for the television network "love nature"
- Developed logos and branding for startups and local businesses

INTERMEDIATE LEAD DESIGNER

June 2018 — June 2020 OPIN Digital, Ottawa, ON

- Led 5+ web redesign projects, ranging from government, health, education, to sports industry clients
- Directed on-site and virtual workshops to inspire collaboration and creative thinking with key stakeholders
- Led shift in design and business strategy to include UX driven research methods as standard with clients
- Conducted user interviews, surveys, first-click tests, prototyping, tree testing as core design services
- Optimized designs to meet accessibility standards which resulted in an improved Siteimprove accessibility score of 85% and over

JUNIOR GRAPHIC DESIGNER

May 2012 — August 2013 IBM Canada Software Lab, Markham, ON

- Supported a team of 30 in expediting the completion of daily deliverables, from icons to high-fidelity visuals
- Increased participation in events, talks, and monthly reports by handling all print collateral
- Assisted in the production of documentation for procedures and style guidelines that were underdeveloped or non-existent



EDUCATION

WEB DESIGN

September 2017 — April 2018 Sheridan College, Oakville, ON

Design for Interactive Media	Responsive Design
Typography for Digital Media	Mobile App Design
Front-End Development	Marketing for Digital Media

Awards

Sheridan Silver Medal of Academic Excellence

BACHELOR OF ILLUSTRATION

September 2009 — April 2014 Sheridan College, Oakville, ON

Awards

Sheridan Silver Medal of Academic Excellence
Robert Scott Award of Excellence



SKILLS

Software

Adobe XD / Sketch
Adobe Illustrator
Adobe Photoshop
Invision
Optimal Workshop
Zeplin

Front-End Development

HTML 5
CSS 3
jQuery



VOLUNTEERING

DESIGN & GRAPHICS MENTOR

March 2019 — Present Kids & Code, Ottawa, ON

- Mentored children from ages 6 - 17 years old
- Provided knowledge on basic HTML/CSS and graphics software support