

# Josie Artale

UX & UI Designer passionate about connecting with people to create inclusive and memorable product experiences

[josieartale.com](http://josieartale.com)  
[josieartale@gmail.com](mailto:josieartale@gmail.com)  
[linkedin.com/in/josieartale](https://www.linkedin.com/in/josieartale)

## Experience

### Morneau Shepell, Markham — UX/UI Designer

AUGUST 2018 - PRESENT

- Create wireframes and prototypes for responsive web application based on business requirements
- Redesign current mobile experience based on UX principles
- Contributing to design system, and collaborating with developers on projects

### DealTap, Toronto — Office Manager

SEPTEMBER 2016 - AUGUST 2018

- Provide daily executive support to product and development, contributing findings from user feedback in an agile environment
- Contributions to the customer success team such as setting up support website, creating various email campaigns and print materials
- Coordinated and maintained communications with users during the pilot program period

### Starbucks, Markham — Shift Supervisor

APRIL 2014 - JULY 2016

- Shift operations cafe of a small team with a focus on connecting with customers, providing coaching and support to my team
- Created store Instagram account to better connect with our community and customers
- Set- up seasonal retail displays, and created chalkboard art

## Education

### BrainStation, Toronto — Product Management Certificate

July 2018 - September 2018

### BrainStation, Toronto — User Experience & User Interface Design Certificate(s)

January 2018 - March 2018

### York University, Toronto — B.A. Hons. Major / Minor Gender & Labour Studies

September 2010 - January 2016

## Skills

**Design:** Mobile App Design - Responsive Web Design - Icon & UI graphic illustration - Strategy and product presentations - Wireframes and mockups with Sketch & InVision - Style guides and pattern library - Graphic design with Adobe Creative Suites, and other tools.

**Research:** Data analysis - Market analysis - Task analysis and persona hypothesis - User interviews - User surveys - A/B Testing - User feedback sessions - Experience/Journey Mapping - User Flow Diagramming - Storyboarding

**Collaboration:** Organize workshops - Design handoffs with development - Sharing research findings with stakeholders - Communicative with product and development teams