

# Josie Artale

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

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## Experience

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

AUGUST 2018 - PRESENT

- Design product experiences based on UX principles and best practices
- Create consistency across multiple projects and features through the use of our design system
- Create and prototype user journeys from initial wireframes to high-fidelity design
- Contributor to the enterprise UX research framework

### DealTap, Toronto — Office Manager

SEPTEMBER 2016 - AUGUST 2018

- Coordinated and maintained communications with users during the pilot and beta programs
- Contributor to the customer success team by designing the support website, email campaigns, and print materials
- Provide daily support to product and development teams, contributing findings from user feedback in an agile environment

### Starbucks, Markham — Shift Supervisor

APRIL 2014 - JULY 2016

- Supervising a small team with a focus on connecting with customers, providing coaching and support during each shift
- 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

**UI Design:** Responsive web design - Native mobile app design - Wireframing - Prototyping - Information architecture - Branding and style guides - Design systems

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

**Collaboration:** Open communication with product and development teams - Sharing findings with stakeholders - Peer reviews and feedback

**Tools:** Figma - Sketch - Invision - Maze - Google Analytics - MailChimp - Adobe Illustrator - Adobe Photoshop - Adobe XD