

# Josie Artale

josieartale.com  
hello@josieartale.com  
linkedin.com/in/josieartale

Product designer passionate about connecting with people to create inclusive and memorable product experiences

## Experience

### LifeWorks, 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

### DealTap, Toronto – Office Manager

SEPTEMBER 2016 - AUGUST 2018

- Contributed to the customer success team through setting up and maintaining the help center (updating and organizing content, creating image assets)
- Assisted with user research during the pilot & beta program period by creating a workflow for gathering user feedback, and synthesizing the data into actionable insights
- Design various web and print material such as email campaigns, pitch decks, internal websites, and flyers
- Tools used: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Sketch, Mailchimp, Zendesk, Usersnap

### 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

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

**Collaboration:** Organize workshops - Design handoffs with development - Sharing research findings with stakeholders - Open communication with others