

TARA-LEE YORK | FREELANCE DESIGNER

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Professional Experience

FREELANCE DESIGNER | FULLY REMOTE

Independent Contractor

10/2015 - Present

Virtual Office, NB, Canada

- Delivering comprehensive marketing and design services to a variety of nonprofit and private organizations
- Creating better user experiences within websites by conducting user research, creating new personas, completing card sorting activities, creating user stories and user flows to determine the best navigation patterns, and then redesigning websites to ensure optimal performance
- Supporting client organization from idea to launch by thoroughly active collaboration with UX team and business owner, and then building out a business funnel on WordPress website, setup email campaigns and software, a membership area, and e-commerce
- Partnering with small businesses to organize and combine three different websites into one, and created branding that catches attention of market audience
- Expertly managing membership areas: uploading new content, design new pages, adding/removing members, and monitoring in platform community
- Conducting research utilizing UX methods such as user interviews, surveys, prototype testing, affinity mapping, and creating user personas
- Performing information architecture by utilizing sitemaps, online card sorting, user flows, customer journeys, and content strategy
- Creating UI assets (wireframes, mockups and prototypes) for mobile apps and web
- Designing logos, branding identities and social graphics as well as responsive websites with WordPress utilizing Divi theme and Beaver Builder
- Utilizing design software to create design templates for social media/email giveaways, monitoring and managing social media communities, formatting and publishing WordPress blog posts

DESIGN MENTOR - CAREER SPECIALIST | FULLY REMOTE

CareerFoundry

11/2016 - Present

Virtual Office, NB, Canada

- Delivering individualized support to career change students by actively building their confidence in skills learned while studying UX and UI design and helping them organize and stay on track while job searching
- Successfully supporting UX design students in developing understanding of the fundamentals of the UX process through 60+ lessons
- Evaluating and providing feedback on assignments from idea conception to final user interface design
- Reviewing students' job application materials including portfolios, resumes, cover letters, and online profiles
- Helping students present their newly learned skills and utilize their portfolio to present themselves successfully to potential employers

UX DESIGN WRITING | FULLY REMOTE

UXBeginner.com

11/2019 - 05/2020

Virtual Office, NB, Canada

- Researched and outlined articles on UX topics for new UX designers, collaborated with UX Beginner Author to create and write in-depth UX articles and templates for the UXBeginner.com Community

- Intentional pause to focus on caring for family and pursue industry specific training

Early Career Experience

LICENSED PRACTICAL NURSE

SKILLS & TOOLS

MARKETING AND DESIGN: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Affinity (Designer, Photo, UX/UI Design (Sketch, Figma, Adobe XD), UX Research Tools (Usability Hub, Optimal Workshop), Prototyping (InVision, Marvel), Wireframing (Balsamiq Cloud, Sketch, Figma, Adobe XD), Email Marketing (Mailchimp, ConvertKit, Flodesk, Active campaign, Get response, etc.), Video Editing (ScreenFlow), Google Analytics, CMS (Squarespace, WordPress, Google Sites,)

REMOTE COLLABORATION: Zoom, Skype, Slack, Teamwork, Asana, Dropbox, Google Suite (Chat, Hangouts, Drive), Box.com, Trello, Basecamp, Harvest, Toggle, Discord, Notion, Snagit, Shift, Canva, InVision, Zeplin,

ADDITIONAL: Microsoft (Word, Excel, PowerPoint), iWork (Keynote, Numbers, Pages), LMS (Teachable, Thinkific, Podia, New Zenler, etc.)

SKILLFULLY ADOPTING NEW TECHNOLOGIES QUICKLY AND INDEPENDENTLY

Professional Development

UX/UI DESIGN, CareerFoundry

WEB DEVELOPER TRAINING COURSE: HTML, CSS, CareerFoundry

CREATIVE DIGITAL MEDIA, GRAPHIC DESIGN, Computer Graphics, and Video Editing, MacTech
Distance Learning

Education

LICENSED PRACTICAL NURSE CERTIFICATION (LPN), New Brunswick Community College (NBCC), NB Canada