



Rhonda Stribbell, UX/UI Designer

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Ancient Egypt Alive, UX Designer

June 2022 - September 2022 | Remote

Redesigned the Egyptology travel and e-learning website strategically improving the user experience to improve the drop rate, increase tour and e-learning sales, and achieve a higher e-newsletter subscription conversion rate.

Canada Coast to Coast, Product Designer

January 2022 - April 2022 | Remote

Designed an eco/nature travel platform from initial concept idea all the way through to prototype development. Led the design vision and steered the project direction as the project owner. Managed the progress and collaborative input of three other designers/researchers.

CPCA, Content Strategist and UI Designer

September 2021 - December 2021 | Remote

Collaborated on a team of four as project manager, content strategist, and UI designer to redesign the Canadian Process Control Association's website. Communicated weekly with stakeholders to ensure project milestones were met, collaborated on content and UX strategies, and co-created high fidelity designs and a user prototype.

Transcontinental, Flyer Production & Layout

November 2018 - June 2021 | Owen Sound, ON

Co-managed the print and digital production schedules of the company's largest retail client. Worked collaboratively with the design and layout teams to ensure files printed as expected by completing quality assurance and preflight procedures. Created final print-ready PDF files for press and digital flyer platforms.

CMF Mag, Lead Graphic Designer

September 2015 - November 2018 | Hybrid

Lead layout artist for the 84-page print magazine published 7 times per year. Also responsible for creating cover designs, all magazine graphics and images, client advertisements, and digital marketing campaigns.

IMMT @ Centennial College

Sept 2021 - Aug 2022

Post-graduate certificate in Interactive Media Management with a focus on User Experience Design

GCM @ Ryerson University

Sept 2010 - June 2014

B. Tech in Graphic Communications Management with a minor in Professional Communications

UX Methods

- User Research
- Personas
- Content Strategy
- Storyboarding
- Low to high fidelity design
- Experience prototyping
- Usability Testing

Design Skills

- Visual Design
- Data Visualization
- Graphic Design
- Photography & photo editing

Tools

- Figma
- Adobe XD & Creative Suite
- Invision
- Miro, Mural
- HTML/CSS