

# Cindy Clarke

## UI/UX + Product Designer

(647) 479-4656

[cindy@cindyclarke.ca](mailto:cindy@cindyclarke.ca)

[www.cindyclarke.ca](http://www.cindyclarke.ca)

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### EXPERIENCE

#### Freelance Designer (2015 - 2019)

- Visual and UX design for web and mobile applications
- Advocate UX best practices
- Create personas, user journeys, empathy maps, wireframes, prototypes, user stories, information architecture, etc.
- Participate in, and present at client meetings
- Collaborate with stakeholders

#### Lead Visual/UX Designer (2008 - 2015)

*MediaDoc Inc.*

- Designed responsive user interfaces for web and mobile applications
- Researched and defined target audiences
- Created deliverables, such as personas, information architecture, user flows, user stories, wireframes, prototypes, and high-fidelity design concepts
- Managed and collaborated with the development team
- Managed clients by participating in client interviews, preparing creative briefs, providing project updates, and coordinating feedback for other stakeholders
- Designed print assets, such as business cards, brochures, annual reports, and infographics
- Researched new trends and technologies by reading blogs, tutorials, and online presentations

#### Web Designer (2005 - 2008)

*Digital North Media Inc.*

- Created digital assets, such as flash animations, graphic banners, and CD/DVD interfaces
- Created print assets, such as print ads, posters, and interactive PDF documents
- Transformed wireframes into functional websites
- Managed clients by providing project updates, responding to questions, and coordinating feedback
- Training clients on their content management systems

### EDUCATION

2018

**Bridge School** (*Rangle.io*)  
*Product Design*

2015

**Bitmaker** (*General Assembly*)  
*User Experience Design*

2015

**Akendi**  
*User Experience Designer*

2000-2013

**Conestoga College**  
*Advanced Digital Imaging & Design*

2004

**Conestoga College**  
*Web Design*

2001-2003

**Wilfrid Laurier University**  
*Psychology*

### SKILLS

- UI/UX Design
- Product Design
- Visual Design
- User Research
- Personas
- User Stories
- User Journey Mapping
- Information Architecture
- Empathy Mapping
- Wireframing
- Prototyping
- Usability Testing