

# Renee Fowler

## UX/UI & WEB DESIGNER



### PROFILE

I am a UX/UI & Web Designer located in the seaside town of Comox, BC, Canada, with 5+ years of design experience. I have a background in Business Analysis and Finance, which has taught me to think critically and to pay attention to the small details that matter. I love bold typography and user interface design that is beautiful, yet functional.



### GET IN TOUCH



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## WORK EXPERIENCE

### UX/UI DESIGNER, CONTRACT

JUL 2017 - PRESENT

### PROJECT6 DESIGN SAN FRANCISCO, CA, USA

- resident Sketch expert
- provide design recommendations focused on enhancing user experience
- build user flows and wireframes using Sketch
- create interactive prototypes using InVision
- built shared symbol library to be used by other agency members and client using Sketch and Craft plug-in

### WEB DESIGNER, CONTRACT

JUL 2017 - PRESENT

### RCA WEB DESIGN ONTARIO, CA, USA

- facilitate design consultations and reviews with clients
- organize site content and structure for clients
- build site maps, user flows, wireframes and design mock-ups using Sketch
- work with development team to ensure design assets and direction are adequate
- help guide clients in determining brand and identity
- copywriting

### LEAD DESIGNER

JAN 2012 - PRESENT

### MONETA DESIGN CO. VICTORIA & COMOX, BC, CANADA

- take user-centered approach to interface design for mobile and web applications, ensuring conformity to branding standards
- build site maps, wireframes and design mock-ups using Sketch
- create interactive prototypes using InVision
- write user stories, create user flows and develop user personas in order to enhance functionality and usability for key audience
- front-end coding using HTML, CSS (Scss/Sass), JavaScript & jQuery
- production of assets for and management of Etsy shop selling wedding invitation templates (avg. customer rating of 5/5)



## EDUCATION

### BACHELOR DEGREE

UNIVERSITY OF VICTORIA  
SEPT 2010 - JUN 2012

Obtained a Bachelor of Arts with a major in Economics and a minor in Business.

### DIPLOMA

VANCOUVER ISLAND UNIVERSITY  
SEPT 2006 - JUN 2009

Obtained a Diploma in Business Administration with a concentration in Accounting.

### UX/UI APPRENTICE

BLOC  
JAN 2017 - NOV 2017

Focus on UX/UI Design and Front-End Development with mentorship from an industry professional.



## SKILLS

- User Experience (UX) Design
- User Interface (UI) Design
- Mobile & Responsive Design
- Branding & Identity
- User Stories & User Flows
- Wireframing
- Interactive Prototyping
- Usability & User Acceptance Testing
- Writing Case Studies
- Print Design
- HTML, CSS (Scss/Sass), JavaScript and jQuery
- Business Analysis



## TOOLKIT

