

Pauline Reyes

Product Designer

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Work Experience

Intermediate Product Designer | Squaredance, Advertising tech start up

MAY - SEP 2023

- Facilitated research to inform design decisions solving for business/user needs
- Strategized product flows and interaction design for new features/integrations
- Collaborated with Product managers and Engineers on UX/UI optimizations
- Meticulously optimized/created design system components for web and mobile
- Turned ambiguous business requirements into shipped features (end to end)

UX Designer | Bell, Telecom. Enterprise

DEC 2021 - MAY 2023

- Consulted with & delivered pixel perfect designs to product/engineering teams
- Designed for reporting and data visualization products and features
- Conducted user research activities to guide product enhancement decisions
- Created web & mobile lo-fi/hi-fi Figma prototypes in an agile design environment
- Forms alignment in ambiguous scenarios with developers & project teams

UX/UI/Visual Designer, TA Coordinator | Bell, Telecom. Enterprise

MAY - DEC 2021

- Worked with developers to prototype lo-fi & hi-fi user flows on Figma
- Conducted UX audits & redesigned for usability/learning states for web
- Analyzed metrics to recommend flows for redesigns based on KPIs

Digital User Experience Specialist | Impetus Digital, Tech. Agency

MAR - DEC 2020

- Translated user feedback into usability enhancement recommendations
- Collaborated with Developers to brainstorm usability improvements
- Designed & created unique web-based client solutions

Skills & Methodologies

Design Disciplines, Principles, & Practices

- UX/UI Design
- Visual Design
- Product Thinking/Design
- Interaction Design
- Prototyping and wireframing
- User flows

Idea Generation Methodologies

- Storyboarding
- Empathy maps
- User personas
- How might we statements
- Pain point establishing
- Crazy eights
- Competitive analysis
- User scenarios
- Brainstorming

Quantitative & Qualitative Research Methodologies

- Comprehension testing
- Expectancy testing
- Perception tests
- Usability testing
- Task-based usability testing
- Ethnographic studies
- User interviews
- Heat mapping
- Card sorting & tree testing
- Customer journey maps
- Guerilla testing

Education

Graphic Communications Mngmt, B.Tech (3.96)
Marketing Minor, Dean's List, Honours
Toronto Metropolitan University

User Experience Design

BrainStation

UX/UI Design

OCAD University

Tools

- Figma
- Miro
- Illustrator
- Photoshop
- InDesign
- Google Suite
- JIRA