Pamela Cuison

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Summary of Qualifications

- Exceptional capacity to develop collaborative connections across all levels of the company and engage with business users and stakeholders to gain consensus and present recommended design solutions
- Considerable experience with Adobe Creative Suite including Photoshop, Illustrator, and InDesign to create banners, icons, and logos
- Outstanding attention to detail ensuring consistent and polished designs
- Excellent communication, empathy for users, teamwork, and proactive attitude towards project challenges and solutions
- Experience designing mobile first responsive sites using HTML, CSS, JavaScript to ensure feasible designs
- Excellent knowledge of accessibility requirements designing WCAG 2.0 and AODA compliant webpages for mobile, tablet and desktop devices
- Strong understanding of UX principles, interaction design and visual design
- Proficiency in using design tools such as Figma and Adobe XD for prototyping and iterative design processes
- Demonstrated experience in leading design projects from ideation to launch
- Resilience and receptiveness to feedback, with the ability to iterate and refine designs
- Excellent ability to troubleshoot issues and take independent action to rectify or make recommendations for improvements and next steps based on current data and analytics
- Experience overseeing design timelines, coordinating with stakeholders, and ensuring timely delivery of design assets
- Familiarity with creating and working within established branding guidelines ensuring consistency across products
- Competence in conducting user research, usability testing, and incorporating feedback into design iterations
- Dedicated, open to new ideas, and possess a great sense of humour – but also know when it's important to get serious and be a champion for the end-user

Work Experience

2020 – present, **Freelance, Visual Design and Web Development**

AGT Products Inc, 01/2024 – present
   Provide client with digital print support designing marketing assets. Key projects include:
- Designing new and redesigning old print brochures for product marketing at Home Depot, Canadian Tire, and Rona partners
- Develop materials according to requirements set by the company brand guidelines

Hair Anatomy Studios, 01/2024 – present
   Provide client with web and marketing support. Key projects include:
- Rebranding and redesigning current website using word press platform
- Supporting and designing email marketing using Mailchimp marketing platform

Pal Insurance, 03/2023 – present

Provide client with digital and print support designing assets. Key projects include:
- Creating engaging and impactful materials for events including posters and name tags
- Design questionnaire forms and marketing collateral as requested by the client

FIRST Insurance Funding of Canada, 11/2020 - present

Provide client with marketing & communications support creating digital content, prototypes, user interface design, minor video editing, digital and print collateral, project planning and team mentoring. Key projects include:
- Create UX/UI prototypes and perform User Acceptance Testing (UAT) on beta software, provide feedback on effective system usage and record process into expert documentation
- Provide creative direction and mentor graphic designers on design best practices
- Produce digital collateral for web, print, video, presentation slides, technical guidelines and social media posts using Adobe CS software and MS Office tools

DyslexiaCanada.org, 11/2020 – 06/2021

Provided web development support for client in the not-for-profit sector. Technical consultant for Dyslexia Canada Organization's needs, providing opinions on site performance, analysis, and recommendations to avoid problems in web and design. Key projects included:
- Building the Organization's trust and recognition through development of bilingual website on Squarespace for improving SEO, traffic to website and increased program accessibility to French-speaking audience
- Implementing accessibility software to site as required by Ontario's WCAG 2.0 and AODA compliant website requirements by law
- Evaluating web performance issues that client faces and help develop action plans for improvement

Honey Local Claremont, 04/2020 - present

Provide design and production support for client in the small business sector, Honey Local Claremont advertising necessities. Key projects included:
- Designed company logo, brochures and packaging labels for local print advertising and product awareness

2009 – 2020, **Manager, Creative & Web Development**, Staples Canada, Richmond Hill, ON
- Effectively led and managed 4 Visual Designers and 2 Web Developers to support all digital content, banners, splash pages and production of marketing emails for Staples.ca, Bureauengros.com, StaplesPreferred.ca and Bureauengrosprivilege.com
- Created low-fidelity and high-fidelity wireframes with Figma for major seasonal events such as Back-to-School, Holiday, and Big Furniture Event campaigns in collaboration with various departments to gain consensus and present recommended design solutions
- Collaborated with key stakeholders to ensure clear creative alignments in communication and consistent marketing message through all digital channels
- Provided creative direction for with Digital Marketing channels including emails, banners and splash pages based on UX research results and web analytics
- Presented monthly KPI results for marketing emails, landing pages and campaign banners and identified areas of success and areas of improvement from data and analytics obtained

2005 – 2009, **Supervisor, Online Creative Developer**, Staples Canada, Richmond Hill, ON
- Applied strong leadership and problem-solving skills to maintain team efficiency
- Organized workflows to meet daily demands
- Designed promotional banners, landing pages and emails
- Worked with Marketing team to create and develop up to 4 weekly email campaigns and product landing pages using HTML and CSS to support B2B and B2C promotions
- Collaborated with Merchandising and Marketing business units to establish project guidelines and create unique product content to drive profitability

Education

UX/UI Professional Certificate – University of Toronto SCS, Toronto, ON
Bachelor of Science, Cognitive Science – University of Toronto, Scarborough, ON

Additional Training and Development

In-class Training, Online Learning and Self-Development Courses:
- UX/UI Design Essentials – Figma, Adobe Xd
- Responsive Web Design and Development – HTML5, CSS3 & Visual Studio
- Digital Design - Adobe InDesign, Adobe Illustrator, Adobe Photoshop
- Leadership Challenge Program
- Brand Development Training
- Project Planning Program

Technical Skills

- Programming language (HTML5, CSS, JavaScript)
- Adobe CCS (Adobe XD, Photoshop, InDesign, Illustrator, Dreamweaver, Premier Pro)
- Microsoft Office (Outlook, Word, Excel, PowerPoint)
- Content Management Systems (WordPress, GIT Hub, Drupal)
- Prototyping and Collaboration (Figma, Adobe XD)
- Communication (MS Teams, Slack, SharePoint, Zoom)
- Digital Marketing (Klaviyo, MailChimp, Litmus)
- Operating Systems (Windows and MacOS)