

# Hi, I'm Noah

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I'm a design + business specialist with a passion for people, experiences, web design, and coffee. I'm a motivated and hardworking individual, with a drive for helping others; a creative thinker, and overall curious as to how things work. I have a strong ambition for learning, and I'm always looking to grow!

## Things I do

- Four years background designing meaningful user experiences using Figma
- Solve problems through creative collaboration, and a keen eye to details
- Three years experience using HTML, CSS, and JavaScript for effective web design
- Strong passion for intention, and a drive to continually learn through experience
- Six years experience with Adobe CC (InDesign, Photoshop, Illustrator, etc.)

## Things I've done

### Designer

Trualta Inc., Ottawa ONT (Remote), June 2020—present

- Collaborate with the product team to interview and research users, identify opportunities, and increase engagement across our learning portals
- Experiment and debrief testing using programs like Figma, Unbounce, and Google Analytics
- Create print and digital marketing collateral to promote solutions on a range of platforms
- Produce video content such as educational modules and user experience videos, including editing live action clips, and developing animations
- Lead the development and training of customizable marketing kits for agency partners, resulting in increased client collaboration, satisfaction, and mutual outreach

### Design Manager

HOBY World Leadership Congress, Chicago IL, February—July 2018, 2019

- Coordinated with the Marketing and Publicity team to establish and maintain brand management based on core KPIs
- Researched and reinforced the needs of the organization, built an identity based on the tone and values of the event program
- Developed a spreadsheet system to manage analytics and sales of store items to streamline operations, leading to an ongoing organized system

## **Director of Operations**

GBDA Student Society, University of Waterloo, September 2019—April 2021

- Plan and execute events targeted to the betterment of the student population
- Communicate alongside GBDA Society with administrative staff and external businesses to find opportunities to improve student community

## **Co-Director of Junior Staff**

HOBY Western Ontario, Ridgetown ONT, September 2017—May 2019

- Coordinated meetings and training modules with the staff members, ensured everyone received the proper guidance for their position
- Led a staff of 20 high-school students by promoting effective team work, leading to an inclusive work environment

## **Accomplishments and Awards**

2019: **CLAC Youth Scholarship Recipient**, Canada wide honor

2015: **Ontario Volunteer Service Award**, Youth Honors

2012 to present: Over 800 hours volunteered in the community

## **Education**

### **Honors Bachelor of Global Business and Digital Arts**

University of Waterloo, Waterloo ONT, September 2017 - April 2021

- Dean's Honor List, April 2018—2021

Relevant Course:

- Cross-Cultural Digital Business, trained in personas, design thinking, and iterative design with a focus on viable application to relevant user needs within a global context

### **Certificate in Media Fundamentals with High Honors**

Sheridan College, Oakville ONT, September 2015—April 2016

## **Computer Proficiency**

- Proficient in HTML, CSS, client-side JavaScript, Microsoft Office, responsive web design
- Proficient in all Adobe CC programs, branding, photography and videography