

MARIA DIVA IMBUIDO

UX/UI DESIGNER

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www.mariadiva.ca



EDUCATION

UX/UI Design

University of Toronto CS
Toronto, ON

BA Photography

Sheridan College
Oakville, ON

Marketing

Sheridan College
Brampton, ON

SKILLS

DESIGN

UX Design

UI & Visual Design

Agile Working

Design Systems

Prototyping, Wireframing

User Testing

Video Editing

TOOLS

Figma

Sketch

Adobe Creative Suite

InVision

Miro

GitHub

Visual Studio Code 3

Google Workspace

PROFILE

I'm a UX/UI designer with a passion for crafting inclusive and accessible product experiences with a big business impact. I have a background in Digital Marketing and Photography and have gained experiences working in the Tech Industry for over 7 years.

EXPERIENCE

DIGITAL MARKETING SPECIALIST

OPEN STORAGE SOLUTIONS | 2021 - 2022

- Maintain client's online presence, and ensuring that their products and services are effectively communicated to their target audience.
- Use Google Analytics data to modify site content, achieve goals and reach KPI's, including ROI.
- Familiar with SEO strategies like competitive keyword research, lead generation analytics and social media.

UX/UI INTERN

IVEDHA | 2020 - 2021

- Responsible for conducting user research based on clients needs, wants, objectives, goals and understanding clients target demographic.
- Assisted Senior Designers with brainstorming, technical drawing, and digital wireframing.
- Designed sample prototypes of social media visuals. Collaborated with Clients team to brainstorm and develop social media campaigns and storylines.

PROJECT COORDINATOR

ROYAL BANK OF CANADA - API | 2018 - 2020

- Work closely with project manager planning projects and preparing documents
- Responsible for scheduling, managing communication among team members, developing and distributing materials, and other administrative duties,