



Deborah Michaliszyn

SENIOR EXPERIENCE DESIGNER

Summary

Detail-oriented Graphic Designer specializing in UI/UX with a track record of delivering high-impact design solutions. Expertise in incorporating trends and user research for enhanced brand engagement.

Top Skills:

- HCI and UX/UI Design
- User Research and Usability Testing
- Wireframing and Prototyping
- Design Systems
- Visual Design & Design Trends
- Collaboration and Communication
- Agile Methodology and Jira
- Problem Solving

EXPERIENCE

Lead UX Designer - Contractor

06/2022 – 10/2022

Sanofi - OneAI,

Key Achievements:

- Spearheaded HCI-driven design optimization, driving significant ROI on KPI investments. (Revenue generation)
- Pioneered the development of a comprehensive design system for consistent and cohesive digital experiences. (Market awareness)
- Mentored and guided teams, enhancing overall performance. (Employee happiness)

Responsibilities:

- Developed designs for a V2 innovative interactive user interface for new features on Sanofi's web platform, OneAI, resulting in 99.9977% faster model creation. (Process efficiency)
- Conducted HCI-driven user research, interviews, surveys, card sorting, and usability tests to inform design decisions for customer needs. (Customer happiness)
- Led end-to-end product design process, owning the creative product strategy and ideas, iterative incrementation of low to high fidelity designs, including wireframes, rapid prototypes, user flows, and high-fidelity web-based prototypes within a tight deadline. (Creativity, Process efficiency)
- Collaborated with cross-functional teams in Agile framework to ensure end-to-end digital product experiences, iterate on feedback from team members and users, and adherence to design strategy. (Company Growth)
- Demonstrated strong leadership skills by inspiring and mentoring designers and developers, providing constructive feedback, improving team performance.

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<https://www.facebook.com/profile.php?id=100091414731059>

Certifications

Persuasive UX: Creating Credibility (LinkedIn Learning)

Interaction Design Specialization
- Coursera, University of California, San Diego Certificate

Responsive Web Development
(2015)

UX Management (2023) –
HECMontreal on edX (currently enrolled)

App Design and Development of Native iOS - Coursera, University of Toronto (currently enrolled)

(Employee happiness)

- Documentation (design documents and knowledge transfer)

Skills Used:

- UX Design • HCI • Figma • Webflow • Adobe Suite (PhotoShop, Illustrator, InDesign) • Brand Design/Brand Expression • Creative Solutions • HTML5, CSS • JavaScript • WCAG 2.1 AA (accessibility standards and best practices) • Git • Confluence • Miro • Agile Methodology/Digital Experience and Jira

UI/UX Application Designer - Contractor

05/2021 – 10/2021

Johnston Group Inc.,

Key Achievements:

- Spearheaded the initiation for development of a comprehensive design system to ensure consistent and cohesive user experiences across web and mobile applications.
- Applied interaction design principles to create engaging and seamless user interfaces. (Market awareness)
- Conducted user testing to validate design decisions and improve digital usability. (Customer happiness)

Responsibilities:

- Led end-to-end UX project to redesign the online user interface for CS reps, improving workflow by 30% and reducing data load time by 60%. (Process efficiency)
- Conducted HCI-driven user research, moderated/unmoderated user testing, and data analysis to inform user-centered design solutions. (Customer happiness)
- Collaborated with stakeholders to design SaaS products, defining user requirements suggesting ideas with stakeholder input, creating wireframes, rapid prototyping & Lean UX to prototype user interfaces, and visual designs extracting insights from user research to inform UX and UI design concepts. (Creativity, Customer Attraction)
- Spearheaded the strategic formulation of a comprehensive design system proposal, meticulously researched and informed by industry best practices, to establish an unswerving foundation for seamless and harmonized digital experiences across diverse web and mobile applications. (Company Growth)

Skills Used:

- UI/UX Design • HCI • Adobe XD/Suite • HTML5 • CSS • JavaScript • Front-End Coding • UX Auditing • User Centered Design • User Research • Workshop Facilitation Skills/Moderation • WCAG 2.1 AA (accessibility standards and best practices) • Innovation

UX Developer - Contractor

11/2020 – 05/2021

Manitoba Public Insurance

Key Achievements:

- Led comprehensive UX redesign of Project NOVA, streamlining user flow and improving engagement. (Process efficiency)
- Advocated for accessibility and usability, aligning with industry standards. Contributed to an inclusive UX strategy. (Customer happiness)

Responsibilities:

- Led innovative UX/UI design in Project NOVA, modernizing sign-in/registration for a partner portal. (Innovation, User Experience Design). My role encompassed driving innovation and ensuring a user-centered design approach. (Market awareness)
- Advocated for user needs, presented user flows, prototypes, and visual designs to stakeholders. (User Centered Design, Stakeholder Management). My involvement in user-centered design and stakeholder management contributed to the project's success. (Customer happiness)
- Collaborated with cross-functional teams and planned user research and design reviews. (Collaboration, User Experience Design). My collaboration skills fostered a unified vision and informed decision-making. (Employee happiness)
- Demonstrated proficiency in rapid wireframing, rapid prototyping & Lean UX, visual design, and Agile Framework. (Agile Development, Agile Team, Prototypes). My skills in these areas were vital to maintaining an agile development process and delivering successful prototypes. (Process efficiency)
- Persuaded the team on product enhancements, awareness, and reputation by presenting block frames, wireframes, prototypes, and by designing for accessibility and usability which delivered impact to the UX strategy. (Customer happiness)

Skills Used:

• UX Design • User Interface Design • Human-Computer Interaction (HCI) • User Experience • Wireframing and Prototyping • Visual Design • Innovation • Project Management • Agile Framework • Teamwork • Adobe XD • HTML5 • CSS3 • JavaScript

Web UI Designer / Motion Graphics - Temporary

02/2018 – 05/2020

Western Canada Lottery Corporation (WCLC),
Winnipeg, Canada

Key Achievements:

- Enhanced animated lottery terminal adverts by implementing captivating designs to give them a modern and refreshed look. (Market awareness)
- Revamped Scratch and Win ads for terminal kiosk systems, resulting in improved functionality on the system and for a more user-friendly experience by having a smoother animation play. (Market awareness)
- Designed landing page for WCLC using Analytics to understand browsing habits and optimal placement of content. (Market awareness)

Responsibilities:

- Revamped and modernized animated lottery terminal adverts with captivating designs and innovative technology. (Innovation, Visual Design, Motion Graphics) (Market awareness)
- Developed and implemented new website functionality. (Web Applications, Agile Development, Digital Experience) (Process efficiency)
- Conducted usability testing and evaluated advert functionality. (Test Planning, Usability Tests) (Customer happiness)
- Utilized HTML5, CSS3, GIMP, JavaScript, Adobe Suite (including Photoshop), and Greensock. (Expertise, Visual Design, Web Applications) (Process efficiency)
- Collaborated with marketers to align designs with user research findings. (Collaboration, User Experience Design) (Employee happiness)

Skills Used:

Adobe Creative Suite • Brand Design/Brand Expression • Creative Solutions • HTML5 • CSS3 • Wireframing and prototyping • Visual design • Jira • Green-Sock

Graphic Designer (UI/UX)- Temporary

05/2017 – 01/2018

CONVIRON,

Key Achievements:

- Redesigned websites and marketing collateral, incorporating the latest trends and user experience research to enhance brand presence.
- Employed design thinking and collaborated with stakeholders to develop thoughtful, visually appealing design solutions aligned with business objectives.
- Ensured adherence to HCI UX design standards and delivered high-quality designs.

Responsibilities:

- Redesigned websites and marketing collateral, giving creative direction, incorporating the latest trends and user experience research to enhance brand presence. (Visual Design, User Experience Design)
- Employed design thinking and creativity, collaborated with stakeholders to develop visually appealing design solutions aligned with business objectives. (Design Thinking, Collaboration, Product Planning)
- Ensured adherence to HCI UX design standards and delivered high-quality designs. (User Experience Design, Visual Design)
- Designed layouts, copywriting treatments, info graphics, icons, and illustrations for digital and printed marketing collateral. (Visual Design, Icon Design, Mock-ups, Typography, HDR Photography, Video Editing, Pre-press/Print)
- Managed storage, distribution, and record-keeping of digital media files and printed materials. (Information Architecture, Management)

Skills Used:

Adobe InDesign • Adobe Suite (including Photoshop) • Production Skills • Brand Design/Brand Expression • Creative Solutions • HTML5 • CSS • JavaScript • and PHP. (Expertise, Visual Design, Web Applications) • Working with Vendors • Creating Mockups for mobile and Web Pages • Back-End & Front-End Coding • Proficiency in producing visual designs aligned with brand style guides

Web Analyst – Permanent

03/2014 – 02/2017

Manitoba eHealth

Winnipeg, Canada

Key Achievements:

- Led information architecture design for 7 hospital portal websites, improving user experiences and seamless navigation.
- Facilitated collaborative meetings, established workflows, and generated reports to support data-driven decision-making.
- Utilized usage analytics to track and measure the success of design improvements.

Responsibilities:

- Led the improvement of user experience and interface design for hospital portals and landing pages, leveraging research and usability testing to drive enhancements. (UI Design, Leadership, IA/Information Architecture, User Research) [Customer happiness, Company Growth]
- Troubleshoot browser and platform compatibility issues, utilizing strong project

- management skills and task prioritization to ensure smooth execution. (Project Management, Troubleshooting, Organizational Skills) [Process efficiency]
- Managed web content and seamlessly integrated user experience and development efforts. (Organizational Skills, Collaboration) [Process efficiency, Employee happiness]
- Utilized analytics, user research, accessibility tools, and UX best practices to inform design decisions and optimize digital experiences. (User Research, Requirements Gathering, UX Audits/Heuristic Evaluation) [Customer happiness, Process efficiency]
- Collaborated with stakeholders and worked with vendors to define business goals and align design strategies with organizational objectives. (Collaboration, Stakeholder Management, Vendor Management, Goal Definitions, Product Planning/UX Strategy, Facilitate Workshops with Stakeholders) [Customer happiness, Company Growth, Employee happiness]
- Implemented responsive design, HTML, CSS, jQuery, JavaScript, and SharePoint to deliver visually appealing and functional web designs. (Front-End Coding, Web Development, Technical Skills) [Customer happiness, Process efficiency]
- Demonstrated effective written communication skills in defining requirements through Business Requirements (Technical Writing) Documents (BRDs), enabling successful project planning. (Requirements Gathering, Communication, Project Planning) [Process efficiency]
- Leveraged strong communication and interpersonal skills to collaborate with stakeholders and deliver optimal solutions. (Communication, Interpersonal Skills, Product Planning, Product Delivery) [Employee happiness, Customer happiness, Company Growth]
- Proficient in information architecture design techniques, mapping website navigation to enhance user experiences. (IA/Information Architecture) [UI Design, Customer happiness]

Skills Used:

Research, User Interface (UI) Design • Information Architecture • Web Development (HTML, CSS, JavaScript, SQL, PHP, jQuery) • Back-End & Front-End Coding • Wireframing (Pencil, Balsamic) • Google Analytics • Adobe Creative Suite (Photoshop, Illustrator, After Effects, Acrobat) • Microsoft SQL Server • Apache Server • Adobe XD • .NET Framework • SharePoint • SCRUM-like Collaborative Methodologies • Project Management • Heuristic Evaluation • Usability Testing • Performance Analysis • Data Visualization • Accessibility Reports • Interaction Design • Critical Path Analysis • Gantt Chart Creation • Stakeholder Communication • Agile Project Workflow • Digital Experience, Problem Solving • Communication Skills • Collaboration • Planning and Organization • Time Management.

ADDITIONAL EXPERIENCE

- Owner of UX Design Studio, CyberOptics Studio Inc. (occasional freelancer) 2022 - 2023
- Owner of Mobile Application Development & Design Business, CyberOptics Mobile Media (occasional freelancer) – 2000-2014
- Web/Graphic Designer Contractor, Various Clients, (occasional freelancer) Winnipeg, Canada
- SharePoint Developer Intern, Manitoba Hydro, Winnipeg, Canada
- Web Designer, Web Wizards Inc., Winnipeg, Canada
- Website Administrator - Contractor, Nutech Digital, Winnipeg, Canada
- Interactive Designer - Contractor, Tricon Interactive, Winnipeg, Canada

- Creative Content Designer - Contractor, MTS Advanced (Beyond TV), Winnipeg, Canada

EDUCATION

Red River College *(Diplomas)*

Advanced Advertising Art

3D Animation (stream), animation principles, 3DStudio Max, Maya.

Advertising Art

Graphic Arts, Print, Interaction Design, Advertising Design, Advanced Marketing, Web Design.

Business Information Technology

Project Management, Web Development, CCNA 1 with (with letter of honor)

CERTIFICATIONS:

Persuasive UX: Creating Credibility (LinkedIn Learning):

Interaction Design Specialization - Coursera, University of California, San Diego Certificate:

- Information Design: Designing, Running, and Analyzing Experiments
- User Experience: Research & Prototyping
- Social Computing, Input and Interaction
- Design Principles: an Introduction
- Human-Centered Design

Responsive Web Development (2015)

UX Management (2023) – HECMontreal on edX (currently enrolled)

App Design and Development of Native iOS - Coursera, University of Toronto (currently enrolled)

PORTFOLIO & WORK:

SLIDE DECK: PDF on Google Drive:

- Access the slide deck PDF via this link: [Google Drive Slide Deck](#)
- ONLINE PORTFOLIO: <http://cyberoptics.ca>

Username: interviewer

Password: ingm4!LGoK\$@cF7X

Note: The provided credentials are for accessing the online portfolio website.