

Nadia Granata

UX Designer

Graphic Designer



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SKILLS

Illustration
Storyboarding
Graphic Design
Wireframing & Prototyping
Color Theory
Iconography & Typography
Visual (UI) Design
Interaction Design
2D Animation
User Persona
User Research
User Interviews
Usability Testing
Information Architecture
Empathy Maps
User Journey Maps
HTML & CSS
Javascript
Bootstrap
Project Management

TOOLS

Figma
Photoshop
Illustrator
InDesign
After Effects
Blender
Clip Studio Paint
Procreate
Visual Studio Code
Dreamweaver
Github
Jira & Trello
Miro

EXPERIENCE

UX Designer/Graphic Designer, InventCan Corp.

Oct. 2022-March 2023

Toronto, ON

- Compiled key insights from user research to assess pain points of users for a delivery service app and implemented wireframing and UI elements using Figma to create prototypes used for testing and implementation into the GTA market which saw an increase of site traffic and a 20% rise in service use
- Designed and produced over 100 graphic illustrations/animations using photoshop, procreate and illustrator which improved visual presentation in pitch decks that were introduced to VC investors by CEO
- Lead design team to create a skills and chance game that incorporated metaverse and blockchain technology
- Added responsibilities included creating over 50 pieces of concept art, 2D game assets and graphics, and 3-D models with blender which were incorporated into Unity

Photo Processing/Digital Touch-up Artist, My Studio Party

Sept. 2021-Present

Remote

- Edit and format photos taken from children's parties using Adobe Lightroom which have been used by the digital market team and has led to an increase of social engagement by 34%

Illustrator/Graphic Designer, Blitz the Cat

May 2021-Oct. 2022

Remote

- Designed and formatted a 10 page coloring book featuring characters using a mix of traditional and digital media that has sold over 200 copies on Amazon
- Produced original graphics for use on social media and launching campaign which reached 5,000 points of engagement

Graphic Designer, Ginto Clothing Ltd.

Jan. 2019-Jan. 2020

Remote

- Created original concepts and designs for apparel use using Adobe Photoshop and Clip Studio Paint which has received over 3000 points of engagement on social media

EDUCATION

University of Toronto, School of Continuing Studies

March 2022

Toronto ON

Certificate, UX/UI Design and Front End Development

Max the Mutt, School of Animation, Art and Design

April 2015

Toronto ON

Diploma, Illustration for Sequential Arts

ADDITIONAL EXPERIENCE

Slime/Arts and Crafts Party Host, My Studio Party

April 2020- Present

Toronto, ON

Designated Early Childhood Educator, YRDSB

May 2015- Oct. 2022

York Region, ON

Mural Designer, Johnny Lombardi Public School

April-August 2019

Woodbridge, ON