Shannon Wackett

User Experience Designer

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PROFILE

I am a UX Designer with experience working at a mobile startup. In my existing role, I lead the development of our external relations and apply customer insights to create innovative solutions. My experience working in tight knit teams has allowed me to hone my decision-making skills which has reaffirmed my love for the startup sphere. I am excited to be seeking a UX role that will allow me to pursue my passion for improving the user experience.

SKILLS

Conducting Primary Research (TCPS 2: Core Certification), Copy Writing, Figma, InVision, Optimal Sort, Pitching, POP App, Project Management, Sketch, Whimsical

EXPERIENCE

Director, External Relations & Business Development | My Ideal Meal Inc.

APR 2018 - Present, MARKHAM, ON

- Heading our team's partnership strategy and acquired our first customers & partners
- Overseeing the design development of the mobile app and website

Vice President, Public Relations | The Newmarket Toastmasters

JUN 2020 - Present, NEWMARKET, ON

- Directing the Executive strategy for membership recruitment and partnerships
- Producing the local marketing initiatives and strategies
- Summarizing research and analysis to Executive members in an easy-to understand and engaging manner.

Office Coordinator/Projects | Pathways to Education Canada

JAN 2018 – APR 2018, TORONTO, ON

- Identified areas of improvement reducing corporate costs substantially
- Maintained external relations and communications with clients & partners
- Promoted from Government Relations Intern within 4 months

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JAN 2021 - APR 2021, TORONTO, ON

Seneca College | Graduate Certificate, Government Relations

JAN 2017 – DEC 2017, TORONTO, ON
Graduated with Honours

Wilfrid Laurier University | Bachelors in Global Studies

JAN 2012 - 2016, WATERLOO, ON

Graduated with Honours, Specializations in Research and Social Entrepreneurship