



# Tainara Dineck

UX / UI Designer

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## EXPERIENCE

### Web Designer

Scentuals Natural & Organic Skincare | November 2021 - Present

- Work on all Scentuals and Jubel Naturals digital assets, such as email templates, website prototypes and development.
- Ongoing maintenance and management of current websites.
- Develop websites for new brands, from user flow, information architecture, prototype and development.
- Develop digital infographics and animations to be implemented on email marketing campaigns and Scentuals and Jubel websites.
- Conceptualize digital presentations to display current and new products for future clients.
- Work on web guides for current websites: types sizes, margin and paddings, modules, iconography, hex codes for colours and CSS code.
- Helping with producing and editing videos and photography.
- Brainstorming and ideation of new skincare products.

### UX / UI Designer

ITworx Consulting | February 2016 - May 2021

- Worked independently and as a part of the team on conceptualizing website design and optimization.
- Design graphics and web interfaces, responsive, intuitive and flexible using Adobe XD, Photoshop and Illustrator.
- Worked with the marketing team on EDMs and individual email campaign design.
- Development of creative social media campaigns and strategies.
- Development of websites using DNN (DotNetNuke), WordPress and Squarespace.
- Maintained and updated website functionalities, and provide UI design solutions to ongoing projects.

### Web & Graphic Designer

Vanguard Marketing | November 2016 - May 2021

- Researched, designed and prototyped a more approachable and valuable experience for several clients.
- Provide UI solutions and/or strategies to drive continuous market growth on ongoing projects.
- Conceptualize and development of promotional artwork.
- Leading and reviewing the work of contractors and printers in the production of print material.
- Draft and prepare packaging material in a timely manner, within specifications and in accordance with requirements.

### Web Designer

Motiv Digital Strategies | June 2014 - October 2015

- Managed client's website design from concept until the end of the project.
- Worked directly with the client to define the project scope, interaction guidelines, design preferences and project timelines.
- Performed routine updates, upgrades and overall maintenance of the clients' websites.
- Guarantee the accuracy of website content by thoroughly editing and double-checking.
- Collaborate with the marketing team to update clients' websites and increase the ranking when searching on search engines like Google.

## EDUCATION

### Diploma in Web & Mobile App Design and Development

Langara | May 2021 - December 2022

Two-year post-baccalaureate diploma program that focuses on web and mobile app design and development, from concept to deployment. The program encompasses visual aesthetics, client and server programming, user experience design, and project management.

### Bachelor Degree in Communications

PUCRS | August 2005 - 2010

Four-year program that focuses on communications strategies to sell products, and ideas and promote a brand. The program has various courses, from photography, communication theories, marketing, consumer behaviour and creativity.

## PROJECTS

### Amigoes - UX/UI Designer

September - December 2022

[Check out project here](#)

- Amigoes is a community-based mobile app that connects senior travellers who speak the same language and share similar interests.
- Responsible for UX Research, User flow, and Wireframes and also for sharing tasks among designers.
- Revised developers and designers' work to achieve the desired result.

### Florens - Lead UX/UI Designer

May - August 2022

[Check out project here](#)

- Florens creates a connection between nature lovers to a single platform that compiles all B.C. flora profiles, where they can share their findings and create their library based on their surroundings.
- Managed a team of designers responsible for product iterations, branding and prototypes.
- Conceptualized branding, user flow and UI.
- Maintained project timeline to meet deadlines and goals.

## SKILLS

User Experience • User Interface • Planning • Research • Usability Testing • Strategy • HTML • CSS • JavaScript • WordPress • Squarespace • Task Analysis • Graphic Design • POS • Packaging • Prototyping • Surveys • Personas,

## TOOLS

