

Hillary Carter

PRODUCT DESIGNER

hcarterdesign.com
carter.j.hillary@gmail.com
519-781-1023
linkedin.com/in/carterhillary

My goal as a Product Designer is to create products that people love. I aim to create designs for real needs, that solve real problems, and that alleviate real frustrations.

Having worked in creative roles and heavily analytical roles, I have discovered that I am most engaged and do my best work when straddling the line of creativity and logic. Enter Product Design. This is a field that I am extremely passionate about in which I can combine my past experiences with my education to tackle any new challenge thrown my way.

SKILLS

Sketch
InVision
Figma
Zeplin
Marvel POP
Adobe Photoshop
Adobe Indesign
Wordpress
Canva
Procreate

EXPERIENCE

Teaching Assistant, UX Design | BrainStation

SEP 2020 - PRESENT

- Prepare & lead tutorials for 35+ students, mentor & support students as they learn UX/UI Design concepts, grade assignments & provide critique & constructive feedback for student submissions

Product Designer | BrainStation x SkipTheDishes

SEP 2020 - 24-Hour Hackathon Runner-Up

- Collaborated with 2 Data Scientists, 1 Web Developer, 1 Digital Marketer & 2 Designers to design & build a functional digital solution to help support the food delivery industry in 24 hours

Product Designer | BrainStation x EY Design Studio

AUG 2020 - Design Sprint Winner

- Worked as a team of 4 Designers to research, ideate, prototype, test & iterate a native ios application to help with academic inclusiveness during COVID-19

Digital Marketing Specialist | Perk.com Canada

JUN 2019 - JUN 2020

- Generated \$100K+ gross profit through the buying & selling of online ad traffic using Facebook, Google & Bing
- Analyzed user data of varying granularities to optimize ad performance & meet specific KPIs (CTR 20%+, CPA <\$1.00, etc.)

Marketing Associate | SSIMWAVE

MAR 2017 - NOV 2018

- Assisted in wire-framing, content creation & visual design when rebranding the company website as a marketing team of 2
- Worked cross-functionally with 1 UX Designer & 2 Web Developers to deliver digital marketing campaigns leveraging the use of social media, email marketing & user behaviour targeting tools

E-Learning Development Assistant | WLU - SHERM

JAN 2016 - AUG 2016

- Transformed raw data into engaging diagrams & modules to convey health & safety information in a logical & visually pleasing way
- Designed & created 3 brochures that adhered to all Wilfrid Laurier University brand standards

EDUCATION

BrainStation | Diploma, User Experience Design

JUN - SEP 2020

Wilfrid Laurier University | BBA, Minor in Psychology

SEP 2012 - AUG 2016, Honours with Co-operative Option