

Deysi Petchiny | Creativa.ca

UI DESIGNER | GRAPHIC DESIGNER | WEB DESIGNER | ICONS AND LOGOS DESIGNER

About Me

For the past years, I have been involved in the UI Visual Design, Graphic Design and Web Design Industry. And I have developed strong knowledge and skills for the user interface design process for responsive websites and mobile apps. And the ability to create wireframes and html prototypes. Also creating web-related content to be implemented in a website such as visual mock-ups, hero banners, Infographics, icons, and logos. Knowledge and experience working with software applications such as: Adobe CC, Figma, Sketch, Axure RP, Adobe XD, In Vision App, Microsoft 365, Final Cut Pro. HTML, CSS, JavaScript. etc.

- Visuals design interfaces, wireframing (Figma, Adobe CC, InDesign, Axure RP) and high-quality visual elements; mock-ups, illustrations, logos and icons.
- Online marketing, advertising. Creating brand identities, advertising materials and marketing concepts to be implemented in responsive websites
- Experience with Landing pages, prototyping and development of responsive and SEO friendly web pages.
- Front-end web designer using HTML5, CSS, JavaScript, also working as CMS integrator (Team Site, Share Point,)
- Experience with elaboration of wireframes, user flows and site maps requirements.
- Participation in observation studies, usability testing and other customer research.
- Implement design standards, guidelines and accessibility legislation (AODA/WCAG) to ensure consistent design language is applied across products.
- 10+ Years of Experience working in Online Banking websites.
- Hold 3 Diplomas in the industry – Graphic Design, User Interface Design, Web Design. With extensive knowledge in graphic design and web design tools / software.

Professional Experience

BMO Bank | UI UX Designer / Web Designer | Feb. 2018 – Present

Working with BMO ETEE (Employee Technology Experience) and T&O Central Designing internal customer-facing interfaces and updating Intranet Responsive websites, and micro-sites to provide employees with information about technology and training in different software (example Win.10, Skype for Business, Microsoft etc.). Also Designing Icons, Banners and other Graphics to update Websites.

Klick Health (Freelance) | UI Designer | Dec. 2017 – Jan. 2018

Worked as Freelancer Visual Designer to help finished Mobile and tablet app. To support a new product (Visuals Interfaces where created using Sketch, and Photoshop) And also doing updates to their websites.

TD Bank | UI Designer | Mar. 2017– Sep. 2017

Working closely with UX designers, product managers, marketing, and UI developers, in an agile development environment, to updated their responsive website for the Direct Investment Responsive website and Mobile App (iOS/Android). Creating Visual Design, Iconography and html, CSS (Visual Interfaces were created using Sketch and Photoshop)

CONTACT INFO:

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Portfolio: www.creativa.ca

LinkedIn: [Deysi Profile](#)

TECHNICAL SKILLS

Software Applications:

Adobe CC: Photoshop, Illustrator, In Design, Dreamweave Premiere

- Figma, Sketch, Axure RP, In Vision App, Visio.
- MS Office 365
- Final Cut Pro, Sound Forge

Web Designer

- HTML, CSS, Familiar with JavaScript
- CMC Integrator

Graphic Designer

- Logos and brand identity
- Hero Banners
- Infographics
- Iconography
- Brochures, Posters, ...
- Custom marketing materials

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Canadian Tire | UI Designer | Dec. 2016 – Feb. 2017

- Worked as a Visual Designer to help finished the Home Deliver Project. (Mob app and Responsive website)
- Creating Visual Design interfaces for the Canadian Tire App, and for their Mobile (iOS and Android) and Responsive Website.
- Conceptualized, designed, and Incorporated user interface design standards across the website.

Scotiabank | Web & Graphic Designer | Feb. 2016 – Sept. 2016

- Online marketing, advertising. Creating brand identities, advertising materials and marketing concepts to be implemented in responsive websites
- Created web-related content, icons, banners, visual design elements to be incorporated in their website.

Bell.ca | Web & Graphic Designer | Oct. 2014 – Jan. 2016

- Collaborated with marketing and production team to incorporate new UI design standards across the website.
- Integrated new pages with copy and images with CMS for their Desktop and Mobile website, as well as transferring both of these sites to a responsive website: www.bell.ca
- Conceptualized new designs elements, and Visual Design interfaces.
- Web Designer, production e-integration of content and images, videos, to their website.

Scotiabank International | UI UX Designer | Apr. 2014 – Oct. 2014

- Worked on the Mexico Retail website, Creating Wireframes and Visual Design Interfaces, (Wireframes in English and Spanish)
- Create and maintain design standards, reference materials and style guides.
- Elaboration of wireframes, user flows and site maps.
- Online marketing, advertising. Creating brand identities, advertising materials and marketing concepts to be implemented in their website

CIBC Bank Internet Channel |UI UX Designer | Apr. 2013 – Apr. 2014

- Conceptualized new designs to develop the Visual Design Interfaces for Mobile and Desktop.
- Creating Wireframes for a New Product and Service (Mortgage Calculator Tool).

Texas Instruments | Web & Graphic Designer | Jul. 2005 – Dec. 2011

- Worked with the marketing design team in updating the website globally in multiple language as well as creating images, graphics and multimedia presentations required for the implementation into their website: www.ti.com
- Web Designer production e-Integration of their site using CMS, HTML, CSS
- Creating all the icons and graphics to be implement on the website (Using Adobe Illustrator)
- Created visual designs elements including icons, (Using Adobe Illustrator) visual design interfaces, Multimedia presentations, and editing videos to be added to the website.

CIBC Bank Internet Channel | UI Designer | Jan. 2000– Jan. 2005

- Worked with the CIBC Internet Channel to create the online banking website
- Created Visual Design interfaces and HTML prototype for different micro sites within the bank: www.cibc.com

EDUCATION & TRAINING

Continue Education, Online Courses.

- Figma UI/UX Design Essential training.
- Responsive HTML & CSS3 Website using Bootstrap.
- Photoshop for Web Design
- Adobe XD CC: New App Design Tool
- App Design Course- UX, UI Design Thinking
- Web Accessibility Compliance

User Experience Design | George Brown | Toronto

- Elements of UX, wireframe
- Using Elements: Strategy, Scope, Structure, Skeleton, and Surface.

Digital Media Designer Academy of Design | TO

- UI Visual Design Interface Design
- Computer Graphics
- Web Designer
- Video and audio editing
- 3D Graphics

Graphic Designer (4years) St. Lawrence College | Kingston

- Principles of Design,
- Graphic Design
- Computer Graphics
- Typography & Layout Design,
- Hand & Computer Illustration.
- Photography

PERSONAL SKILLS

- Positive and Self-motivated.
- Team player-Working Skills.
- Ability to work under pressure.
- Time Management and Conflict Resolution.
- Leadership and Adaptability.