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**Portfolio**  
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# Kaylee Ainsworth

Creative Graphic and User Interface Designer

## Relevant Experience

**Visual User Experience Designer** Sept. 2023 - Present  
OpenText | Co-op, Full-time

**Graphic Designer** Jun. 2022 - Present  
WUSA | Permanent, Part-time

- Utilized advanced techniques in Adobe Illustrator to create visually stunning vector designs, pushing the boundaries of creativity and innovation while adhering to strict project timelines.
- Developed a deep understanding of brand identity and consistently produced design assets that align seamlessly with established brand guidelines, ensuring brand consistency across multiple projects simultaneously.

**Marketing Coordinator** Jan. 2023 - Apr. 2023  
University of Waterloo | Co-op, Full-time

- Leveraged a diverse range of digital and print design tools, including Adobe Creative Suite, Microsoft Office, Airtable, and Canva, to deliver engaging and compelling visuals that resonated with the target audience of students.
- Ensured compliance with AODA regulations by designing user-friendly web pages on the Drupal 8 (WCMS) platform. Emphasized user experience and information architecture to enhance accessibility and user satisfaction.

**Vice President of Design** Sept. 2022 - Dec. 2022  
UW Marketing Association | Club Executive

- Led a team of three designers in the development of comprehensive brand guidelines for the club, providing clear and concise direction to maintain brand consistency across various design assets.
- Produced captivating graphics and layouts for social media assets and event presentation slide decks, using design expertise to capture the essence of the club's message and engage the target audience effectively.

## Education

UNIVERSITY OF WATERLOO Expected 2028  
**Bachelor of Knowledge Integration**  
Honours Knowledge Integration, Collaborative Design

UNIVERSITY OF WATERLOO Expected 2028  
**Bachelor of Arts, Concurrent**  
Honours Communication Arts and Design Practice

## Technical Skills

- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Brand Identity Design
- Canva and PowerPoint
- Figma and Adobe XD
- Drupal 8 (WCMS 2.0 & 3.0)
- Graphic Design, Print and Digital
- Front End Development
- HTML, CSS, JavaScript
- User Experience Design
- User Interface and Website Design

## Soft Skills

- Analytical and Critical Thinking
- Creative Problem Solving
- Dependability and Persistence
- Precise Attention to Detail
- Organization and Time Management

## Languages

- English | *Native Proficiency*
- French | *Elementary Proficiency*