

# vanessa zwierzchowski

## contact

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## technical

Figma, ProtoPie, Canva, Adobe Creative Suite: Photoshop, Premier Pro, Illustrator, InDesign.

## design expertise

Art direction, visual design, graphic design, user interaction design, wireframing, prototyping, social media marketing, content strategy, interface design, user experience research, user experience design

## education

### Simon Fraser University, Surrey, BC

Bachelor of Science  
Interactive Arts + Technology,  
Concentration in Design

Expected Graduation Date: 06.2025

## volunteering

### Event Volunteer

Touchpoint Annual Design Conference (1 day conference)

- Supervised the registration list
- Happily greeting and checked in guests and guest speakers
- Facilitated successful collaboration with the event team and other volunteers

## experience

### Design Coordinator

SFU MISA 01.2024 - Present  
(Management Information Systems Association)

- Elevated MISA's online presence by crafting promotional graphics for social media platforms, including Instagram and Facebook
- Ensuring consistent branding across all communication channels and enhancing the overall appeal and impact of MISA's events

### Graphic Designer and Social Media Manager

Pro Caliber Lacrosse Academy Ltd. 08.2023 - Present

- Managed a web design project, successfully overseeing the re-design of the website and implementation of a fresh brand identity
- Produced captivating social media content, editing related lacrosse imagery for the leagues platforms

### Host Assistant

Whistler Zero Trust Summit Conference 09.2023 - 09.2023  
(3 day conference)

- Provided a warm and professional welcome to vendors and clients, fostering positive first impressions and cultivating enduring client relationships through effective registration and communication skills
- Exhibited organizational and logistical skills, ensuring consistent conference room setup and cleanup, and contributing to the smooth execution of events

### Design Lead

Dutch Design Week 03.2023 - 04.2023  
(5 week Academic Project)

- Oversaw a team of 4 members using Figma and Adobe Suite that resulted in prototyping a microsite
- Conceptualized and designed intuitive navigation and seamless user flows by implementing various micro-interactions that guided a user experience
- Led the successful application of art direction expertise, shaping the overarching visual direction

### Sales and Showroom Assistant

Moody on the Hill Sales Centre 07.2021 - 08.2021

- Conducted engaging showroom tours, refining presentation and communication prowess, effectively showcasing the space and captivating potential clients
- Demonstrated organization of paperwork, showcasing attention to detail and administrative skills