

Vanessa Zwierzchowski

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Education

Simon Fraser University

Graduating 06.2025

Bachelor of Science, Interactive Arts + Technology, Concentration in Design

- **Activities and Societies:** SFU Beedie Urban Development Program 2024 Organizing Committee, SFU MISA (Management Information Systems Association) 2024 Team, Touchpoint Annual Design Conference 2023 Volunteering Team.

Work Experience

Graphic Designer and Social Media Manager

08.2023 - Present

Pro Caliber Lacrosse Academy Ltd.

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

UX/UI Developer Intern

05.2024 - 08.2024

Mercer International

- Led a 2-month health and safety initiative, managing the creation and curation of engaging content and a comprehensive training module curriculum for frontline workers.
- Developed a cohesive icon system and designed impactful posters and t-shirts to effectively boost awareness and participation across the company.

Marketing Coordinator

03.2024 - 07.2024

SFU Beedie Urban Development Program

- Maintained and enhanced brand identity by creating compelling graphics, banners, brochures, and the 2024 case competition cover, ensuring consistent and impactful visual representation across all platforms and events.

Event Operations Assistant

09.2023 - 09.2023

Whistler Zero Trust Summit Conference (3 day conference)

- Provided a warm and professional welcome to vendors and clients, fostering positive first impressions and cultivating 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.

Showroom Experience Associate

07.2021 - 09.2021

Moody on the Hill Sales Centre & Showroom (Development Project)

- 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.

Design Expertise

- Visual design, user experience design, social media marketing, content strategy and development, interface design, user experience research, art direction, graphic design.

Technical

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