


MARCELLE SAULNIER


UX DESIGN

Bachelor of Commerce,
Concordia University

UX Associates Degree
Brainstation



 marcellecmsaulnier@gmail.com

 Toronto currently
Open to move

 Upon Request



Hello, I'm Marcelle. While working in marketing, I realized my love of analytics and consumer behaviour. After working within the industry for years, I realized that there was a void between creating beautiful products and what consumers needed to improve their lives and well-being.

EXPERIENCE

December 2017 - Present

USER EXPERIENCE DESIGNER & RESEARCHER AT BOOMPAH

I conduct preliminary user research to inform wireframes and design decisions. From there I work with the other designer and developer to create high-fidelity mockups and work through the iterative design process

December 2017 - Present

USER EXPERIENCE DESIGN TEACHING ASSISTANT AT BRAINSTATION

Upon graduating from BrainStation's UX program, I was asked to come back as a teaching assistant. I now work with students to help them understand UX concepts and develop their skills

December 2017 - Present

UX/UI FREELANCER

Available for contract work that includes digital product management, user research, information architecture, sketching & wireframing, experience mapping, usability testing, visual design, responsive website design, user interface design, prototyping, and interaction design.

March 2017 – September 2017

MARKETING / BUYING ASSISTANT (CONTRACT) AT ANDREWS

This role was split between Marketing Management and Assistant Buying. Marketing Management duties include conducting consumer behaviour analysis (Google Analytics), strategically formulating and targeting content for Facebook/Instagram Ads, SEO/SEM, branding initiatives (creation of new logo, brand voice, brand color palette,) content writing, creating creative material and developing company culture. Assistant Buying duties include vendor event management (trunk shows & product knowledge,) order follow up, special orders, stock management, and sourcing vendors.

November 2016 - March 2017

SEO SPECIALIST AT YELLOW PAGES

As a Search Marketing Specialist I created and optimized content for small and medium sized businesses to help gain exposure and increase their ranking on prominent search engines. This job entails SEO fulfillment from end to end by using keyword research tools, Google My Business and Google Analytics.

September 2014 - November 2016

MARKETING LEAD AT MEJURI

I worked closely with top talent managers, style icons, fashion publications and fashion industry influencers in order to create campaigns of various calibers. I managed the entire marketing process from start to finish and ensured projects were successful. This position entailed creating campaigns, identifying key influencers, pitching and creating proposals, establishing long-lasting relationships, contract negotiation and measuring ROI.

TOOLS

Sketch, Invision, Microsoft Office, Google Analytics, Adobe Photoshop, Slack, Asana

DESIGN SKILLS

Wireframing, Prototyping, Information Architecture, User Research, Experience Map, UI

DEVELOPMENT SKILLS

HTML, CSS Comprehension