mikelinnik

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Experience

Senior User Experience Designer, Design Operations
Sun Life Financial / May 2022 - Present

Senior UX / UI Designer
Freelance / Jun 2007 - Present

- Creatively problem solved and strategized best solutions through a calm and collaborative approach.
- Designed mockups consistently across all channels for a strong customer experience and business goals, including prototypes, design systems and style guides, branding identities, corporate websites, landing pages, e-commerce websites, support websites, marketing emails, and web ads.
- Conducted photo sourcing, retouching, and editing for various campaigns.
- Collaborated with creative directors, clients, stakeholders, design teams, marketing teams, and development teams.
- Stayed flexible within various team sizes and goals.
- Clients were industrial designers, advertisers, artists, development agencies, design agencies, and small businesses.

Senior Consultant, Visual Designer
RSA Insurance / Jun 2018 - July 2020

- Responsible for visual design mockups on several RSA owned and affiliated partner responsive websites such as RSA, Johnson, RSA Broker, RSA Pro, and RSA financial and insurance sector client partnerships.
- Worked with design teams, development teams, content teams, and business management teams.
- Supported website designs which used Drupal 7, Drupal 8, Bootstrap, and Lightning Platform by Salesforce.

Visual Designer
PointClickCare / May 2017 - Feb 2018

- Led the visual design for mobile and tablet applications.
- Worked as both a Visual Designer and UX Designer.
- Created wireframes, user flows, assisted with research, mockups of components and application screens.
- Built visual style guides and digital libraries for iOS and Android apps.

User Experience Designer & Visual Designer
Rogers Communications / Apr 2016 - Apr 2017

Skills

UX Design	Web Design
UI Design	Email Design
Design Systems	Graphic Design
Prototyping	Typography
Components	Photography
Mockups	Advertising
Wireframes	Image Editing
User Research	Branding

Tools

Figma	JIRA
Sketch	Trello
InVision	Acrobat Pro
Zeplin	MS Office
Adobe XD	Drupal
Photoshop	Bootstrap
Illustrator	Salesforce
Lightroom	HTML 5
Axure RP	CSS 3

Education

Bachelor of Design, Graphic Design
OCAD University / 2009 - 2013

CCIT VCC Specialist
University of Toronto / 2005 - 2007

edX Verified Certificate for Introduction to Web Accessibility / 2023

AODA Certification, Accessibility for Ontarians with Disabilities Act / 2014