

Silvia Be

EXPERIENCE

Product Designer | Brim Financial

SEPTEMBER 2024 - PRESENT

- Created a design system to support the onboarding of new clients onto our credit card platform as a service, reducing design implementation time by over 80%.
- Led the creation and development of an Accounting Integration feature allowing business accounts to easily adjust, change, and sync their transactions with QuickBooks.
- Led the creation and development of internal tools such as the Email Configurable tool, enabling partners to create and send dynamic, customized transactional and marketing emails across multiple clients.
- Designed branded physical products and collateral, including credit card designs, welcome packages, and bank statements.
- Assist QA with A/B testing
- Accessibility testing (WCAG 2.2 AA) of portals in production across multiple breakpoints using NVDA, SiteImprove, BrowserStack, and VoiceOver tool

UX/UI Designer | Rock Content

JULY 2021 - SEPTEMBER 2024

- Develop content strategy and proposals based on user pain points and areas of need
- Wireframing and prototyping (Adobe XD, Figma)
- Write custom CSS for custom visual displays and responsiveness for alternative viewports
- Create icons, animations, and imagery (Adobe Illustrator, Photoshop, and Figma)
- Implement behavioural tracking through tagging and integration tools (Marketo, Eloqua, Hubspot)
- Provide estimates, scope, and projected timelines of projects from design to development
- Film, teach, and write technical documentation for users through a learning portal on areas of user research, design, and coding

UX/UI Designer | Interad Media Design Corporation

OCTOBER 2020 - MARCH 2021, TORONTO, ON

- Communicate with clients to address user pain points for web/tablet and mobile designs
- Create high-fidelity wireframes from mockup wireframes with AODA and WCAG 2.0 standards

EDUCATION

University of Waterloo | Introduction to CSS3 and HTML5 Certificate

JANUARY 2022 - MARCH 2022, TORONTO, ON

BrainStation | User Experience Design Diploma

APRIL 2020 - JUNE 2020, TORONTO, ON

University of Toronto | Bachelor's in Architectural Design

SEPTEMBER 2015 - APRIL 2019, TORONTO, ON

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Portfolio password:

Silviabeport2026

PROFILE

Product Designer with 5 years of experience working on internal software processes and with various clients to develop interactive experiences.

As part of my User Experience growth, I consistently take courses to further develop my knowledge through LinkedIn Learning courses focused on UX foundations, problem-solving, collaborative design, and CSS for designers.

SKILLS

Design

Product strategy, wireframing, user research, mockups, persona development, product thinking, UX/UI, visual design, WCAG 2.2 Standard for design

Toolkit

Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Miro, Visual Studio Code, CSS, HTML, NVDA testing,

Soft skills

Problem-solving, collaboration, storytelling, communication, leadership, stakeholder management