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Irina Lipets

UI/UX & Graphic Designer

Career Objective

Pursuing a UI/UX Designer role to apply my extensive design experience, creativity, and problem-solving skills.

Committed to creating intuitive interfaces that delight users, boost growth, and support brand strategies.

Eager to collaborate to enhance digital experiences.

Technical Skills

- UI/UX Design (Figma, Adobe XD)
- Colour and typography
- Wireframing and prototyping
- Graphic Design (Adobe Illustrator, Photoshop)
- User research
- Usability testing

Additional Skills

- Creativity
- Organizational skills
- Adaptability
- Collaboration
- Critical Thinking

Education

- 2006 **Diploma in Graphic Design**
Seneca College
- 2019 **BA in Communication Studies**
Athabasca University
- 2022 **Certificate in UI/UX Design**
UofT School of Continuing Studies

Work Experience

Senior Graphic Designer

Neo M Inc.

March 2023 - February 2025

Acted as the primary liaison for clients, analyzing their design needs and delivering tailored solutions on time and within budget, achieving a 95% satisfaction rate. Streamlined creative assets according to brand guidelines, reducing revisions by 15% and improving turnaround time by 10%. Supervised production of marketing materials and led training sessions for new designers, improving overall efficiency. Wrote copy for flyers and brochures.

UI/UX Designer

Touchstone Institute

April 2022 - February 2023

UI/UX Designer responsible for designing a visually engaging interface for the NurseReady app, creating wireframes and prototypes using Figma. Evaluated product criteria, conducted A/B tests, and presented findings for implementation. Collaborated with content, IT, and project management teams in an agile environment to ensure effective design solutions.

Senior Graphic Designer

Neo M Inc.

July 2008 - April 2022

Junior Graphic Designer

Grenville Management Inc. (formerly Inplex Facility Logistics)

MAIN CLIENT: Johnson & Johnson,

January 2007 - June 2008

Crafted ads and displays for events, maintaining brand consistency across campaigns. Quickly produced and modified branding materials aligned with company values using design principles and Adobe tools.