

ANTONELLA PICA

UX / UI DESIGNER

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PROFILE

With a passion for user-centered design, I enjoy creating products that delight and leave a lasting impact.

EDUCATION

BrainStation

Diploma / UX|UI Design

Ryerson University

BA. Design

DESIGN SKILLS

Design Thinking
Product Strategy
Usability Research
Usability Testing
Survey Design
User Flows
Wireframing
Prototyping
Visual Design

DESIGN TOOLS

Figma
Sketch
InVision
Adobe Suite
Miro
Notion
Loom

EXPERIENCE

Intermediate Visual Designer, Freelance

Tension Agency / Toronto / Mar - Aug 2022

/ Delivered web and mobile designs for clients, including MCAP and Pet Value, resulting in positive client feedback and improved user engagement.

/ Developed creative concepts and communicated them through moodboards and mockups, resulting in high-quality, visual designs.

/ Collaborated with cross-functional stakeholders, including developers, to build design systems, wireframes, and lead the handoff process.

UX Designer, Freelance

Chemistry Agency / New York City / Jan - Mar 2022

/ Led the end-to-end design process, translating designs into final fidelity prototypes, while collaborating with internal groups to ensure feasibility.

/ Conducted various user research and testing methods to gather insights and validate design decisions.

/ Successfully managed the relationship and design delivery with key clients, such as H&R Block, BlueCross BlueShield, and Massage Envy, resulting in positive client feedback.

Product Developer

DION LEE / New York City / 2020 - 2021

/ Collaborated with designers, makers, and developers to define the roadmap and allocate responsibilities, resulting in a streamlined and efficient development process.

/ Defined design specifications for production handoff, ensuring that the final product met the design intent and quality standards.

Product Developer

Preen by Thornton Bregazzi / London, UK / 2018 - 2019

/ Developed user personas and identified opportunities to plan physical product ranges for apparel and homewares.

/ Led sourcing, pricing, and collection development, collaborating with designers and technicians to ensure on-time product delivery.

/ Executed product category strategies that contributed to sales growth.