

Colin Strength

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Education

University of Waterloo

B.A. with honour in Global Business and Digital Arts

Waterloo, ON

September 2016 - April 2020

Experience

Product Designer

Deep Trekker Inc.

November 2020 - Present

Championed user experience across multiple products by leveraging iterative design, prototype testing and communicating effectively to stakeholders and other departments

Fostered the organization's UX maturity and design culture as the sole designer by instilling a user-first mentality within the team

Designed and aided in the launch of a web-based inspection and reporting software for cutting-edge underwater ROVs (remotely operated vehicles)

Improved project management skills by leading several interdisciplinary teams and refining the company's product requirement process

Freelance UI/UX Designer

Upwork

June 2020 - November 2020

Collaborated with clients in several industries such as fitness & health, blockchain real-estate, and N.F.P. sector looking to transform their business goals into effective and beautiful end-products

Communicated with clients to fully understand project requirements and visual identity, and designed high quality interfaces and components

UX and Web Design Intern

Government of Ontario

Summer 2019

Re-designed and fully developed the FASSB employee website through extensive user research, iterative design, and agile/lean practices, providing a more efficient and practical workflow for employees

Increased website usage by ~30% while significantly decreasing the time taken for users to locate files and branch information by refining user flows

Skills

Figma

Sketch

Adobe XD

Photoshop

InVision

Illustrator

Usability Testing

Prototyping

Wire framing

HTML

CSS

JavaScript

Jira

Docusaurus

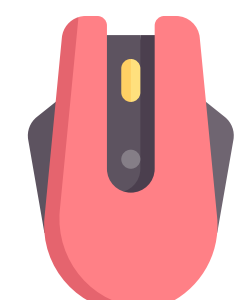
Heuristic Evaluation

Sitemaps

Hobbies



Climbing



Gaming



Classical Piano



Front-end coding