Colin Strength

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Education

University of Waterloo

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

Waterloo, ON
September 2016 - April 2020

Experience

Product Designer

Deep Trekker Inc.

November 2020 - Present

Championed design thinking across physical and digital products as the organization's sole designer. Led teams on 0-to-1 projects by making data-driven decisions with an emphasis on a user-first approach across all touchpoints

Increased user-centered design maturity of the company through advocacy of in-field user testing, efficient prototyping and customer research garnered directly and through internal industry experts

Worked closely with marketing and product teams to ensure alignment on business objectives, brand vision, and overall strategy within our product portfolio while delivering on user key desired outcomes

Designed, released and tested cutting-edge drone inspection software used across the globe in aquaculture, defense, energy, and ocean science industries

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

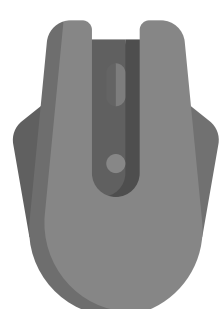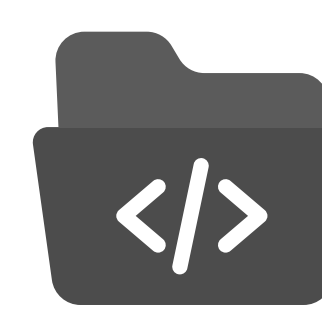|			
Figma	InVision	Wire framing	Jira
Sketch	Illustrator	HTML	Docusaurus
Adobe XD	Usability Testing	CSS	Heuristic Evaluation
Photoshop	Prototyping	JavaScript	Sitemaps

Hobbies

Bouldering   Gaming   Classical Piano   Front-end coding