HEY THERE, I'M
MIA CAMPBELL-FOULKES
DIGITAL & UX/UI DESIGNER

🌐 portfoliomimi.com

📍 1432 E 20th ave,
Vancouver V5N 2K6

📱 672 667 5528

✉ mia.campbellfoulkes@hotmail.com

HELLO!

With a rich 6-year visual design background, in the last 4 years I have transitioned seamlessly into the UX/UI realm. My breadth of experience includes UX research, UX architecture, UI/UX design, product design and micro-animation design. I have worked on web apps, native mobile apps, ecommerce platforms and websites to craft digital experiences that captivate and guide users. I use tools such as Hotjar, Google Analytics, Figma, Adobe XD, UIzard, After Effects, Illustrator and various accessibility tools to deliver designs that strike the perfect chord between aesthetics and functionality. Every aspect of my work is imbued with passion and thought-provoking design and I look to surround myself with similar thinkers and doers.

WORK EXPERIENCE

SLICK DESIGN
April 2022 - Now

Tools used
Figma, Adobe Suite
GA, Hotjar, Uizard,
Contrast Checker,
WGA, Monsido.

HEAD OF UX/UI DESIGN

- Conducting in-depth user research through empathy interviews and surveys and desktop research through Google Analytics and Hotjar.
- Defining personas, user journey maps and activity charts backed by this research.
- Creating lo-fidelity wireframes, high-fidelity WCAG compliant mock-ups and interactive prototype designs in an Agile/Scrum environment.
- Collaborating with SEO agency, Bonfire, via Figma and Slack to ensure designs for web are both UI and SEO optimised.
- Writing and presenting pitch proposals to potential clients.
- Working with in-house developers to create beautiful user interfaces that feature micro-animations.
- Conducting UX Audits that also keep CRO, SEO and the company's own KPIs in consideration.
- Working with over 35 clients including ABN Group & Shell to create assets for new and existing brands from logos, to print collateral, to digital assets.

Key Achievements

- Promoted to Head of UX/UI for the role to include writing and scoping all web proposals and pitch presentations, project management of all projects and coaching and mentoring 2 juniors.
- Introduced new UX deliverables and integrated them into our service offering.
- Implemented and coached the team to use the project management tools Asana and Toggl.

WEB APP DESIGN - TIMEUNBARRED
2022 -2023

Tools used
Figma,
Timeunbarred Web
App.

UX CONSULTANT/ DESIGNER

- Collaborated closely with the startup owner to conceptualize and develop a specialized platform empowering construction subcontractors to navigate contracts, expedite time-sensitive claims, and manage notifications for delays.
- Crafted extensive user flows that meticulously followed all possible user inputs
- Conducted user testing for the existing product, iteratively enhancing its usability through strategic amendments and accommodating for a wide range of selections within the dynamic forms.
- Provided art direction for animations that showcased the platform's value proposition at live demonstrations.
- Conducted user research through Q&A's at the live demo, collecting valuable insights for potential users and other versions of the app.
- Effectively liaised with developers, reporting and addressing software bugs and glitches, ensuring seamless functionality.

WEB APP DESIGN - HATCHET
2021

UX DESIGNER

- Spearheaded UX solutions for a SEO citation-tracking web app, aligning both user and admin goals.
- Employed activity diagrams and user flows for seamless interactions.
- Collaborated with full-stack developers and the SEO team to create an effective tool.

Tools used
Figma, Illustrator, Tailwind.

- Applied comprehensive UX methods, steering the project from research, to wireframing, to designs and, eventually to deployment.
- Designed a sleek UI desktop interface that functioned as a SEO citation content library, a citation checklist, error flagger, and admin oversight hub.
- Bridged communication gaps by clarifying the scope and web app's capabilities.
- Actively participated in local UX workshops, staying updated on industry trends and insights.
- Contributed multifaceted UX design experience to develop a complex web app, enhancing operational efficiency and user satisfaction.

CITY OF NEDLANDS
Apr 2021 - Mar 2022

Tools used
Google Analytics, Custom CMS, Illustrator, Indesign,

GRAPHIC DESIGNER/ UX CONSULTANT

- Ran UX focus groups involving stakeholders and users, channeling insights to shape the design of a modern and intuitive council website.
- Crafted branded collateral distributed to over 20,000 residents, ensuring consistent visual identity alignment with the council's brand.
- Leveraged the Adobe suite to create comprehensive asset packages tailored for eight distinct internal departments, catering to both digital and print-ready formats.
- Pioneered the creation and editing of captivating motion graphics and videos for events and dynamic social media campaigns.
- During my tenure, I amalgamated graphic design prowess with user-centered strategy, contributing to impactful projects that enhanced community engagement and amplified the council's visual presence.

MIMI DESIGNS
2019 - Present

FREELANCE UX AND VISUAL DESIGNER

- Offering comprehensive UX solutions encompassing meticulous research, rigorous testing, design ideation, and seamless rollout for diverse startups and digital product ventures.
- Pioneered the creation of impactful brand identities across an array of industries, ranging from construction to comedy, combining a blend of visual aesthetics and user-centric considerations
- Collaborated closely with marketing teams and directors to conceive and develop tailored digital asset packages, integral to the success of high-impact advertising campaigns

EDUCATION & CERTIFICATES

GENERAL ASSEMBLY   2019   UX BOOTCAMP

SAE QANTUM   2016 - 2019   BACHELOR OF GRAPHIC DESIGN

UNIVERSITY OF WESTERN AUSTRALIA   2010 - 2014   BACHELOR OF ARTS (COMMUNICATIONS & GERMAN)

SKILLS

ADOBE SUITE	ASANA	FIGMA	EMPATHY	HOTJAR & GA4
SLACK	PROBLEM SOLVING ABILITIES		MAILCHIMP	RESOURCEFULNESS
HTML & CSS	COMMITMENT	MICROSOFT & GOOGLE SUITES		

REFERENCES

Available on request