

INFORMATION DESIGNER

Micaela Slater

Passionate designer who believes that good design is simple yet significant. A recent graduate from the Information Design program at Mount Royal University with a minor in Marketing.

EXPERIENCE

Mount Royal University, Calgary, Alberta — *Designer*

AUGUST 2022 – NOVEMBER 2022

- Contracted to create the brand identity and template documents in preparation for the *LearningCITY* 2022 conference on November 25, 2022 headed by the Institute for Community Prosperity at Mount Royal University
- Utilised technical writing skills to create unique project document templates
- Worked together with LearningCity project manager to organise time-efficiency throughout the duration of the project

This brand identity was viewed by over 300 industry professionals that are involved in Calgary's strive for supporting young professionals.

Mount Royal University, Calgary, Alberta — *Designer*

MAY 2022 – OCTOBER 2022

- Developed a branding system for the *Trusted Skills Project* headed by the Institute for Community Prosperity at Mount Royal University
- Created various marketing materials including certification badges, photographic preset, and infographic diagrams
- Constructed multiple outward project documents following brand identity and utilising technical writing skills on Microsoft Word

AESO, Calgary, Alberta — *Technical Writer Student*

MAY 2020 – DECEMBER 2020

- Working in a fast-paced and dynamic environment with bright professionals, participating in collaborative work
- Embraced change in a Covid-19 society and was given responsibilities of implementing and updating documents, creating design logos for independent groups within AESO, and updating/designing SharePoint websites, among other projects given

CONTACT

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EDUCATION

2018 – 2022

Bachelor of Communication

- *Information Design*

Mount Royal University

2018 – 2022

Minor in Marketing

Mount Royal University

SOFTWARE SKILLS

- Adobe Creative Suite
- Windows and Microsoft Office
- Google application and analytics
- Squarespace
- Instagram

AWARDS

2020 – 2022

DEAN'S HONOUR ROLL

A student with a GPA of 3.50 or higher in a semester.

2021

COUNTERING

CONSUMERISM CONTEST

Won 3rd place for creation of a marketing ad for the Institute for Environmental Sustainability.

PROJECTS

Pet Passenger — *Graphic Designer*

- Worked together with CEO of Pet Passenger to create branding, web, and marketing materials

No. 2 Road Animal Hospital — *Graphic Designer*

- Commissioned to ideate and create a logo for No. 2 Road Animal Hospital in Vancouver

SOFT SKILLS

- Creativity
- Willingness to learn
- Problem-solving
- Communication
- Adaptability
- Teamwork
- Organisation

SKILLS PROFILE

Technical

- Experienced in directing and optimising content; researched and created a community profile and persona
- Proficient in Windows and Microsoft Office
- Proficient in web-design and UX guidelines.
- Understand user experience; developed usability through data visualisation, wayfinding and document critique (information architecture) exercises to effectively communicate complex information in a simple, well-organised way

Design and Visual Communication

- Skilled in digital branding and visual identity; designed websites for clients utilising the human centred design process
- Knowledgeable about design principles, such as information architecture

Written Communication

- Adept at verbal communication; taking initiative in team projects to achieve an organised and effective result
- Skilled in various writing styles: technical for manuals, prose for essays and journalistic for articles
- Competent in editing; revised and corrected print publications such as children's story books and promotional documents

Interpersonal / Time-management

- Initiates leadership skills in group settings, whilst practising engaged listening
- Self-motivated and dependable; excelling under high pressure conditions in projects from school and customer satisfaction
- Willingness to learn new skills and passionate about continuing education

REFERENCES

References are available upon request.