

Jessica Silverberg

Creative Problem Solver | Storyteller | Communicator | Leader

Highlights of Qualifications

Skilled in Figma, Adobe XD, InVision, MS office, Adobe Suite, HTML, CSS, JavaScript, and various UX practices

Experience with prototyping, storyboarding, and building personas, user flows, sitemaps, and mock-ups

Enthusiastic, quick learner, excels in digital problem solving and project management

Outstanding communication skills demonstrated by content creation and presentation experience

Strong leadership and initiative demonstrated by President of GBDA Society

Engaging team player, mentor, and out-of-the-box thinker

Activities & Interests

Musical Theatre Nerd

Avid piano and guitar player

Quoting movies and TV shows

Cooking and baking

Contacts



416-939-7186



jessisilverberg@gmail.com



<https://www.linkedin.com/in/jessica-silverberg/>



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Relevant Work Experience

UX/UI Designer and Web Developer | Visaic, San Diego, USA | January 2022 – May 2022

- Developed new website using Wix Editor X, applying unique UX design skills
- Collaborated with leadership team to produce wireframes using Adobe Suite
- Designed branding assets to ensure the look and feel of the site is up to date with current trends and aesthetics
- Launched website on schedule and on budget that exceeded all expectations

Junior Producer / Coordinator | Nordest Studio, Toronto, ON | June 2021 - January 2022

- Worked alongside team members to produce commercials, branded live streams, television broadcasts, and marketing activations from preproduction to postproduction
- Utilized Adobe Suite to create videos, lower thirds, and website assets for both clients and internal marketing
- Transformed client's and Nordest's social media channels and managed its community daily
- Employed UX design skills to update and enhance websites for both clients and Nordest

Social Media Content Creator | Camp Green Acres, Markham, ON | February 2021 - May 2021

- Developed engaging social media content by collaborating with directors, camp ambassadors ensuring branding and communication guidelines were followed effectively
- Utilized TikTok platform and Adobe Suite to build awareness with prospective staff and increase staffing referrals

Digital / Communication Intern | Eli Lilly and Company | Toronto | May to August 2020

- Curated content for new website launch by leading meetings with subject experts across all levels of the organization
- Conducted usability testing for Lilly Passport websites with a strong focus on improving User Experience and ensuring accuracy of all documentation to minimize potential issues
- Employed storytelling, design, and UX capabilities while creating a direct-to-consumer marketing campaign for type one diabetes resulting in full development for Summer 2021

Extracurricular & Volunteer Experience

President, GBDA Society | University of Waterloo | June 2019 – June 2021

- Point of contact with administration, Arts Student Union, and Waterloo Undergraduate Student Association (WUSA)
- Organized Society schedule including regular check-ins, meetings, activities, and events

Assistant Teacher and General Volunteer | Maximo Nivel, Peru | Summer 2017

- Assisted in a local school with children ages 4-6 and taught basic English; entertained children in hospital battling Leukemia

Education

Certificate of UX/UI | University of Toronto, School of Continuing Studies | June 2022 – December 2022

- Completed multiple projects with a focus on User Experience, User Interface, Inclusive design, Mobile design, and Desktop design
- Expanded skills in Figma, InVision, Adobe XD, Miro, HTML, CSS, and JavaScript

Bachelor of Global Business and Digital Arts, Honours | University of Waterloo | 2017 – 2021

- Completed two capstone projects with a focus on Business, User Experience, User Interface, and Visual Design
- Dean's Honour List 2017 – 2021