

Amanda Brooks

Oakville, ON

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SUMMARY

A creative UX designer passionate about simplifying complex problems through user-centered design. Skilled in user research, interaction design, and prototyping, with experience collaborating in cross-functional teams. Thrives on creating intuitive, accessible, and engaging user experiences.

TECHNICAL SKILLS

Tools: Figma, Miro, Google Drive, HTML, CSS

UX/UI Methods: User research, user flows, wireframing, prototyping, style guides, user testing, interaction design, responsive web design

PROJECTS

Kiss These Feet - Responsive Coming Soon Page For Online Shoe Store | kissthesefeet.com

- Collaborated with a client to implement a coming soon page on desktop, tablet, and mobile for her shoe business. Website displayed products and boosted traffic to the business's social media accounts while the online store transitioned to a new website host.
- Designed high-fidelity desktop, tablet, and mobile screens by making iterations based on the feedback given by the client and users who tested the webpage.
- Figma, Google Drive, WordPress

Meet to Meet - Mobile Dating App | [Meet To Meet Prototype](#)

- Collaborated with a team of 4 to design a mobile dating app to reduce dating anxiety and uncertainty through in person events and online interactions.
- Conducted user interviews, designed mobile app prototype, and led usability testing. Developed intuitive features based on user needs to enhance engagement and event participation.
- Figma, Miro, Google Drive, Google Docs, Google Slides

The New Mom Project - Website Redesign | [TNMP Desktop Prototype](#) - [TNMP Mobile Prototype](#)

- Redesigned the desktop and mobile version for the non-profit organization The New Mom Project to increase credibility and user confidence, and boost donations and maximize impact.
- Conducted interviews to discover pain points parents have, generated ideas during ideation sessions, and designed low to high-fidelity prototypes.
- Figma, Miro, Google Drive, Google Docs, Google Slides

PROFESSIONAL EXPERIENCE

Pharmacy Assistant Shoppers Drug Mart

**2022 – Present
Oakville, ON**

Providing fast, effective solutions for patient concerns to ensure a smooth and positive experience. Supporting patients while collaborating with team members to accurately prepare prescriptions in a fast-paced environment. Developing strong communication skills through patient and team member interactions.

Front Store Supervisor Shoppers Drug Mart

**2018 – 2022
Oakville, ON**

Solved technical issues encountered in all departments of the store, including customer purchase problems, loyalty program concerns, and mobile app issues. Led a team of cashiers and merchandisers, reconciled store tills, and helped with receiving orders.

EDUCATION

Bootcamp Certificate, UX/UI Design: University of Toronto School of Continuing Studies, Toronto, ON
Bachelor's Degree in Life Science, Chemistry Major, Biology and Psychology Minors: University of Toronto, Mississauga, ON