

Amy Jaikissoon

amyjaikissoon.webflow.io – Portfolio

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HIGHLIGHTS OF QUALIFICATIONS

- Design high-fidelity mobile and desktop interactive interface prototypes using **Figma**
- Conduct user research through **cognitive walkthroughs, A/B testing, interviews, & surveys**
- Analyze qualitative research using **thematic analysis** to develop actionable insights
- Create engaging motion graphics and videos using **After Effects & Premiere Pro**
- Use **HTML, CSS, and JavaScript** to construct **websites**, and the p5.js library for **creative coding**
- Design original graphic work using **Illustrator, Photoshop, InDesign, & Figma**
- Operate **Microsoft Office Suite** to create presentations, reports, and spreadsheets

WORK

Marketing Coordinator

09/2024 – 12/2024

Roxton Industries

- Performed usability testing and presented findings to the Marketing Specialist, collaborating on a mobile site optimization plan
- Created targeted email marketing campaigns by using the HubSpot CRM to automate contact lists, increasing email open rates by 18% and improving customer engagement
- Managed social media campaigns through the Meta Business Suite to strengthen brand recognition resulting in a 26% increase in Instagram Profile Activity over 90 days
- Conducted data analysis to inform campaigns, evaluate their effectiveness, and present reports for company strategy alignment
- Designed digital media assets using Figma to create a unified brand presence, enhancing brand recognition and reputation

EXPERIENCE

Webmaster

04/2024 – Current

University of Waterloo Concert Band Club

- Use HTML & CSS to update the website and promote upcoming events for over 200 members

Vice President Marketing

04/2024 – 08/2024

University of Waterloo Concert Band Club

- Designed engaging posters & social media content with the Adobe Suite to promote events
- Created Instagram and email campaigns ensuring over 200 members were updated weekly

EDUCATION

Honours Bachelor of Global Business and Digital Arts, 3.9 GPA

09/2022 – 12/2026

University of Waterloo

Relevant Courses: Introduction to User Experience Design, Advanced User Experience Design and Research, Working in Teams and Project Management, Management Information Systems

Awards

Penelope Glasser Memorial Entrance Scholarship for outstanding academic performance 2022

UW President's Scholarship for an entrance average above 90% 2022