

NICOLE DU GUAY

(DU GUAY PRONOUNCED "DOO-GAY")



CONTACT

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TECHNICAL SUMMARY

APPLICATIONS

- Adobe Creative Suite
- Mailchimp
- Basic Html & CSS
- Asana & Toggl
- Canva
- Figma & Webflow
- Microsoft Office Suite
- Google Suite
- CRM Databases
- WordPress, Shopify, Wix & Squarespace
- Zoom, Teams, Zoho

LANGUAGES

Fluent: English & French

Intermediate: Italian & Spanish

PROFILE

- Creative and passionate human-centred Visual Designer & UI/UX Designer for small businesses and agencies, with over 5 years' experience coaching and consulting small business strategy & website design and development.
- Special interest in applying human experience in developing intelligent solutions to amplify design and creative projects and interfaces.
- Dynamic team player and innovative leader offering excellent collaborative and interpersonal skills applied both to graphic & web design and teaching college-level courses.
- Detail-oriented creator, accustomed to and comfortable working in fast-paced environments from experience as a flight attendant and other service roles.
- Lifelong learner with degrees & qualifications in various industries and extensive experience traveling and living abroad for extended periods of time.
- Ability to legally work within EU countries and within Canada and the willingness to relocate. Current resident of Italy.

EDUCATION

2003 - 2006 &
2021 - 2022

University of Manitoba - Winnipeg, Canada

BACHELOR OF ARTS/PSYCHOLOGY

- Behavioural Psychology Principles & Application
- Practical Social Psychology Applications
- Practical Psychology of Personalities Applications

2020 - 2021

The Centre for Arts & Technology - Kelowna, Canada

DIPLOMA WITH DISTINCTION

- Digital Marketing and design
- Target Marketing, Meaning and Messaging
- User Interface Design Principles & Application
- User Experience Design Principles & Application
- Layout & Design Principles for Web & Web Applications

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RELEVANT WORK EXPERIENCE

2021 - PRESENT

UI Design & Design Lab Course Instructor (Contract)

CENTRE FOR ARTS & TECHNOLOGY

- Demonstrate in depth knowledge of Adobe and Microsoft softwares as Design Laboratory instructor for Graphic & Web Design students.
- Lesson plan co-creation & content facilitation for User Interface course using appropriate concepts, vocabulary, and non-verbal language.
- Design and facilitate teaching modules for Adobe Xd software skills with the ability to respond to questions and support students' learning.
- Tutor for graphic & web design program, leading, supporting & motivating students in developing individual skills or tasks to achieve goals.

Graphic & Web Designer & Marketing Consultant (Freelance)

NICOLE DU GUAY DESIGNS | MANIFEST DESIGN STUDIO

- Developed Marketing and SEO Strategies for over 12 small businesses through collecting primary data and/or assist in carrying out surveys and research for target market & competitor analysis, and persona creation.
- Apply UI/UX Design Thinking and Holistic Design to web design projects using Adobe Xd or Figma for wireframe and prototype creation.
- Execute design projects skillfully to customize web pages & optimize SEO, coaching small businesses on optimal brand cohesion, awareness and visibility and creating digital & print assets.
- Excellent interpersonal and communication skills coupled with solid technical skills gained through on the job experience & academic projects.

2017 - PRESENT

Marketing Director, Project Manager & Digital & Print Design (Co-Owner)

SHAKTI ACUPRESSURE MAT CANADA

- Marketing Director overseeing social media channel management, website SEO and adapting visual style in consideration of different audiences for marketing assets.
- Spearheaded content creation for blog posts, training manuals, B2B, C2B and staff informational reference books, demonstrating effective ability for adapting writing style in consideration of different audiences.
- Project Manager for website design, print and digital design projects and marketing efforts, with proven ability managing several projects jointly.
- Demonstrated respect and care, remaining open and supportive of the thoughts, opinions, and contributions of others, while effectively managing a team of 5.

2018 - 2022

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2015 - 2020

Entrepreneur (Holistic Wellbeing Coach & Yoga Educator)

HOLISTIC SYNERGY COACHING

- Developed and designed website, marketing plan and coaching program content and materials, demonstrating entrepreneurial growth mindset.
- Facilitate interactive presentations of advanced information customized to the interests and needs of the audience. Provide clear explanations and directions while instructing, educating and providing feedback.
- Embrace new opportunities, learn continuously, and identify importance in every job/task.
- Communicate with others using a variety of communication strategies to negotiate, mediate, resolve difficult issues and sell ideas.

2018 - 2019

Office Manager

GLOW ACUPUNCTURE & WELLNESS

- Applied digital marketing and visual design skills for social media management to increase awareness and promote clinic services
- Oversaw the work flow and daily smooth functioning of the clinic and the practitioners for consistency and demonstrating professionalism in recognizing expectations in work culture to maximize success in the workplace.
- Interviewed and trained new employees or contractors, sourced new clinic room renters and ensured all paperwork was organized.
- Effectively applied organizing and planning skills to manage workflow and to improve office operations and procedures through communication with office owner.