



FACULTY OF CONTINUING AND PROFESSIONAL STUDIES

MARCH 2012 – JUNE 2016 (DESIGN CONSULTANCY)

DESIGN SERVICES
UX / UI / Brand Identity / Style Guides / Team Lead

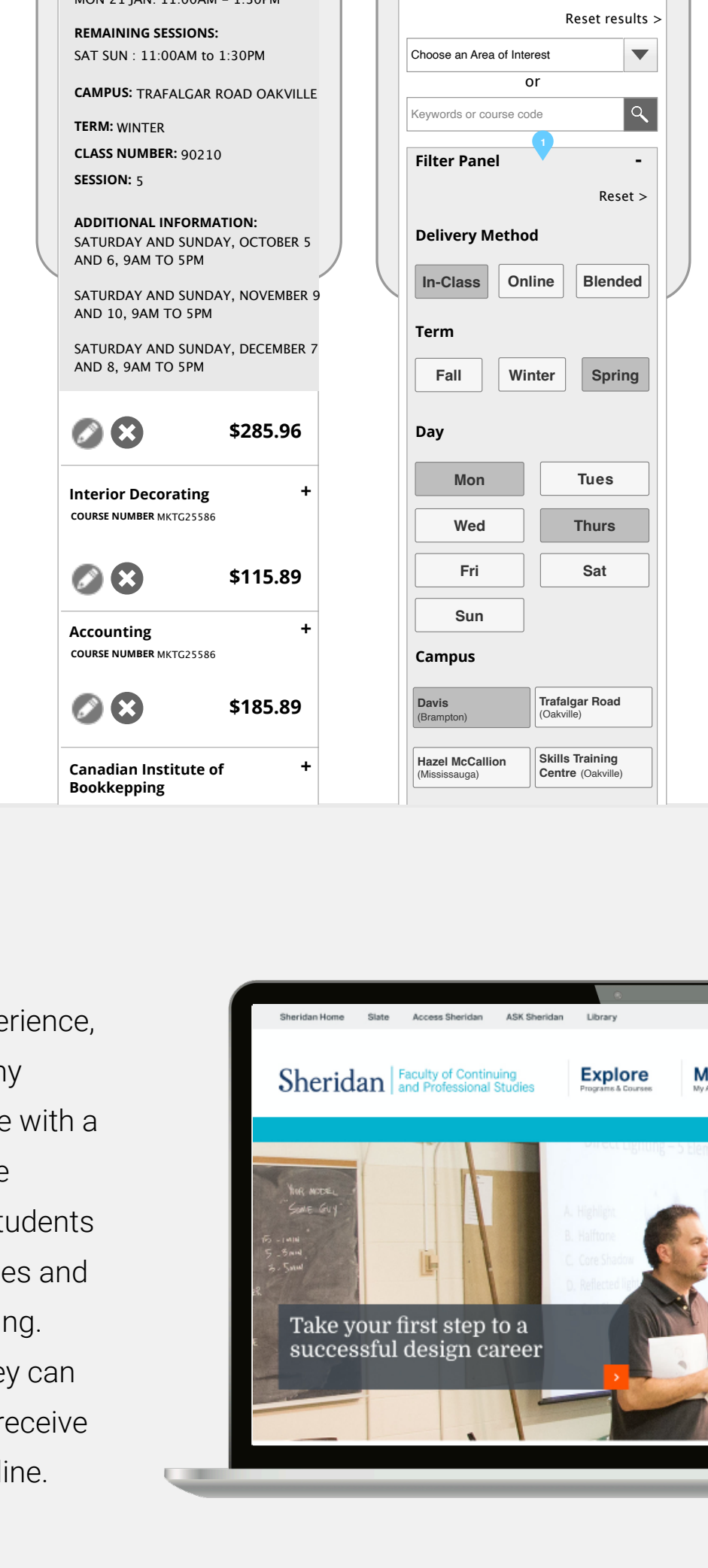
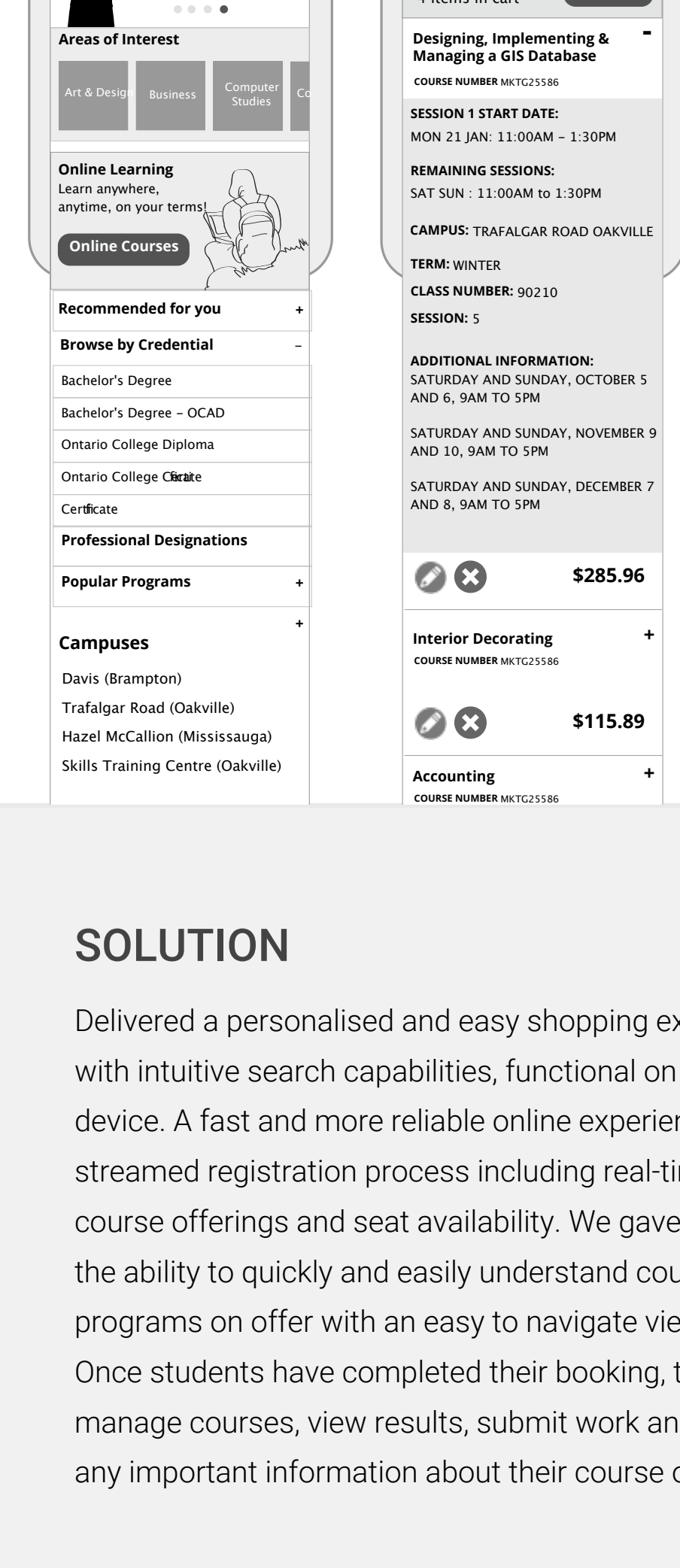
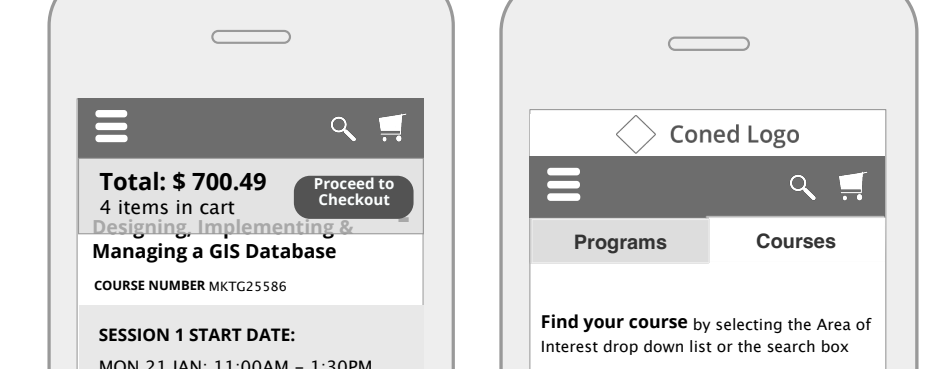
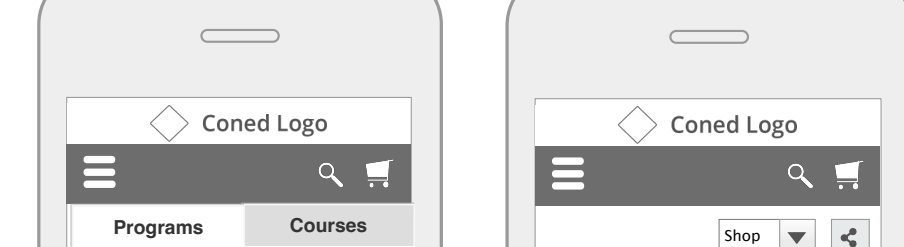
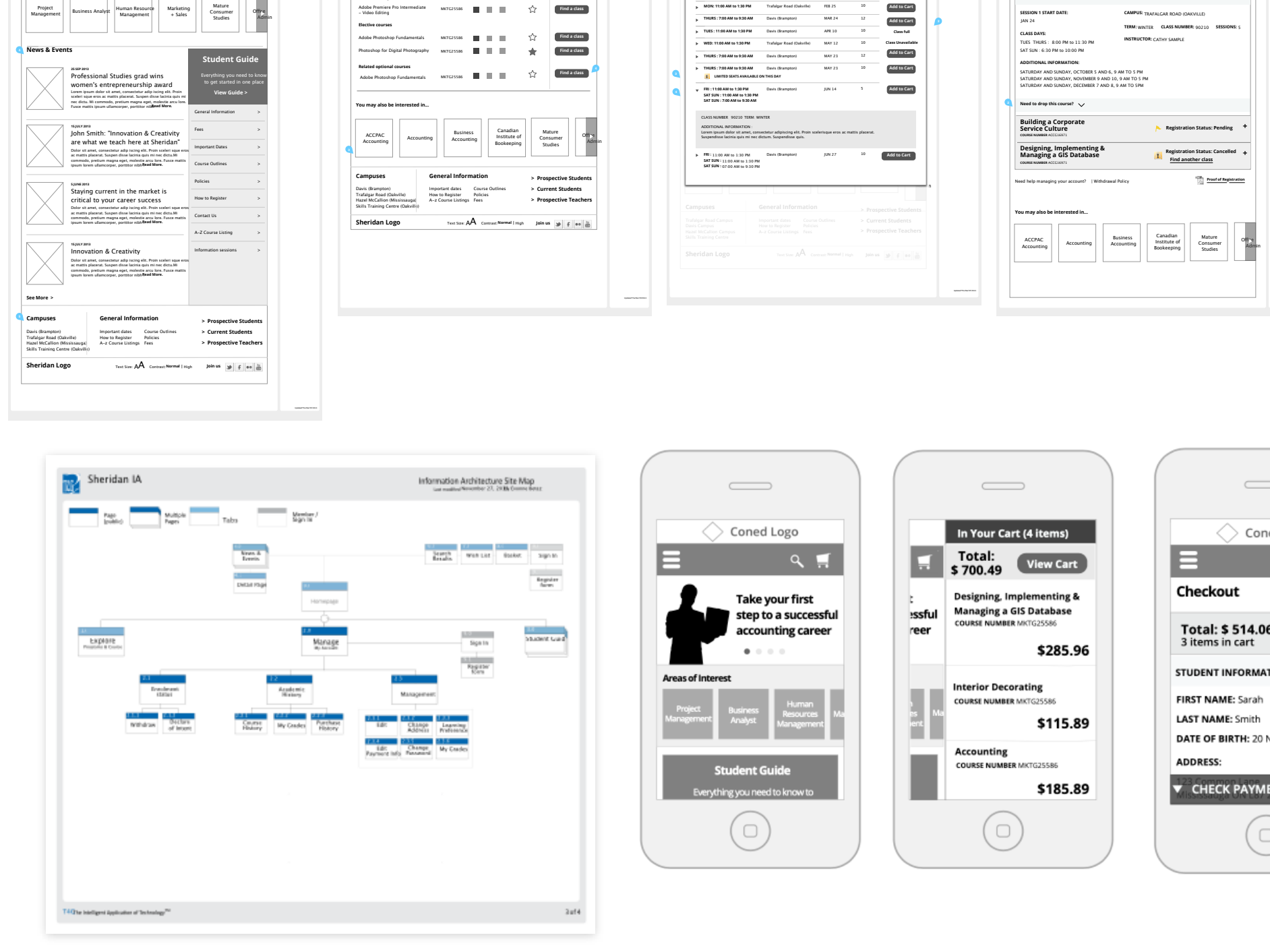
ABOUT
Based in Toronto Canada, T4G (Technologies for Growth) are a digital agency dedicated to helping organisations across North America realise the true value of their data. Working together with clients and partners to design and deliver tailored solutions, skilfully infused with artificial intelligence to elevate business strategies and overcome challenges.

Our client, Sheridan College are one of Canadas leading post-secondary institutions dedicated to the provision of outstanding academic programs and the support of student and graduate success. They were named the best animation and design school in the world.

MAIN GOAL
The main goal was to create an e-commerce platform for continuing and professional studies, where students can search for a particular course or program, or to browse course options under a particular Program or Area of interest, make a booking through the platform and manage their account online through a personal student hub.

DESIGN APPROACH
My role as Senior UX/UI Designer involved working end to end and taking the entire design process from ideation through to completion. This involved gathering client's requirements, running client workshops, developing wireframes, undertaking user testing workshops, presenting work to the client and converting my UX research into intuitive visual designs. I worked closely with the Development Team ensuring deliverable were met, and to the highest standard. I also created visual style guides for the client to uphold their new brand.

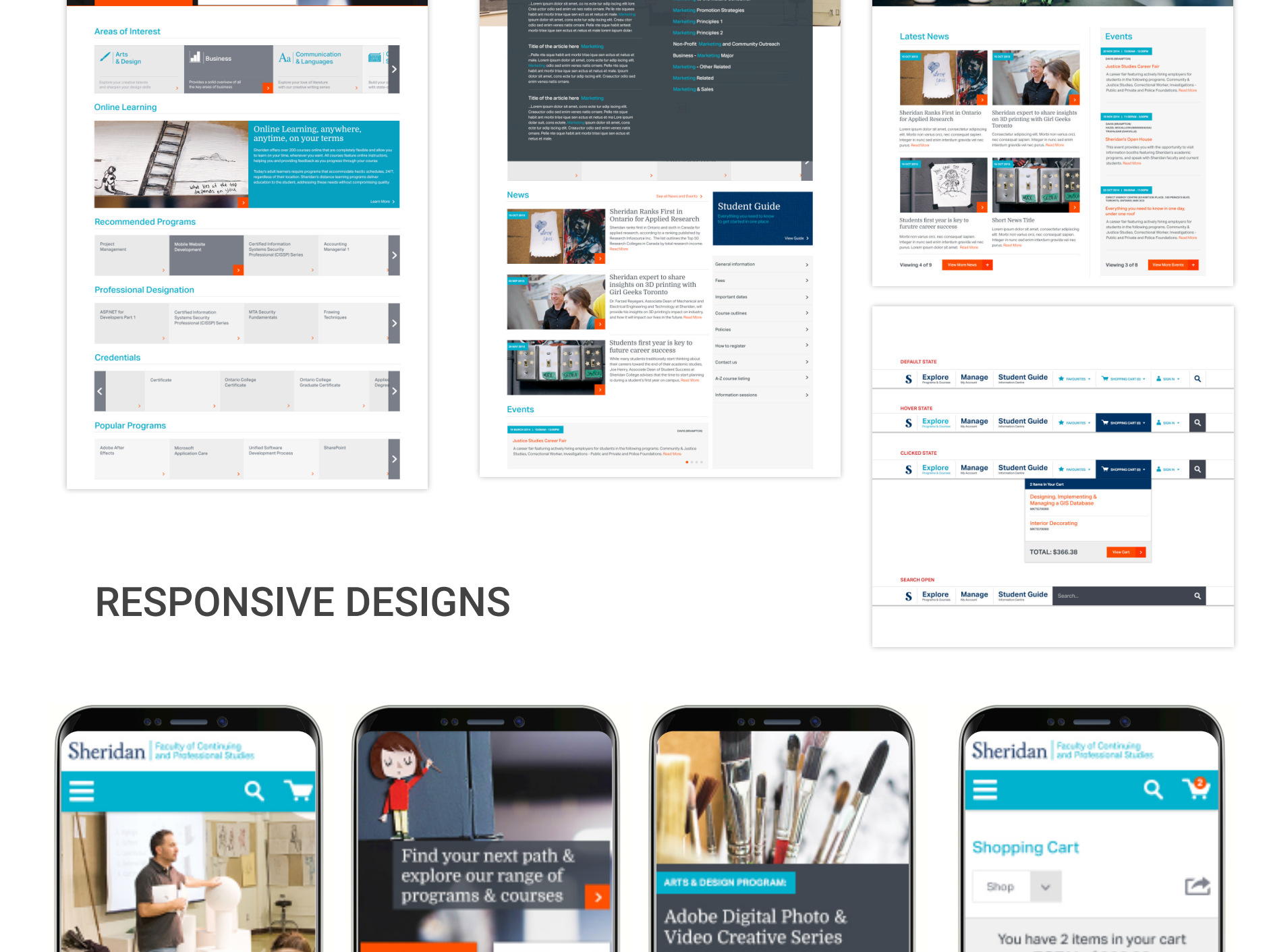
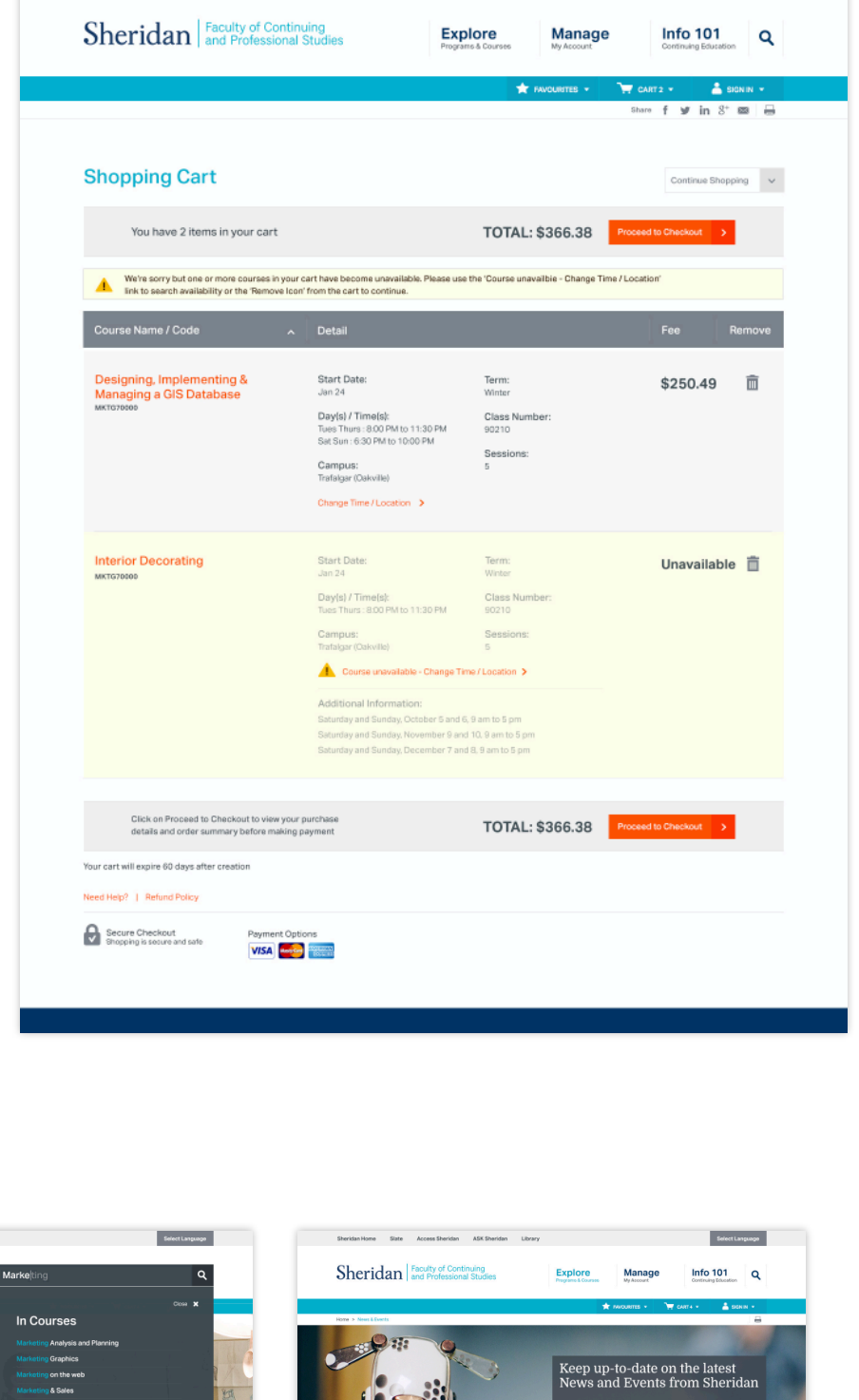
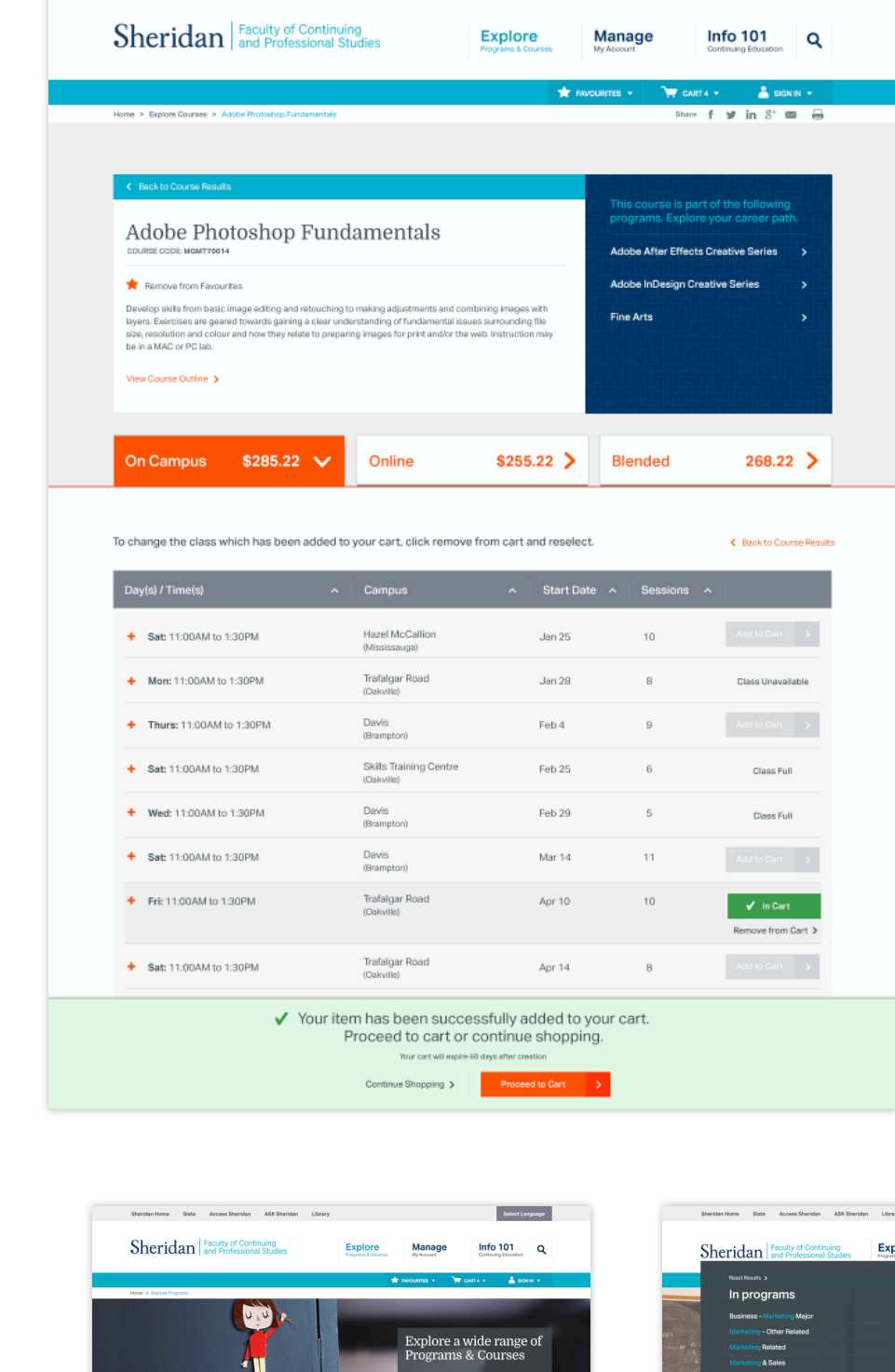
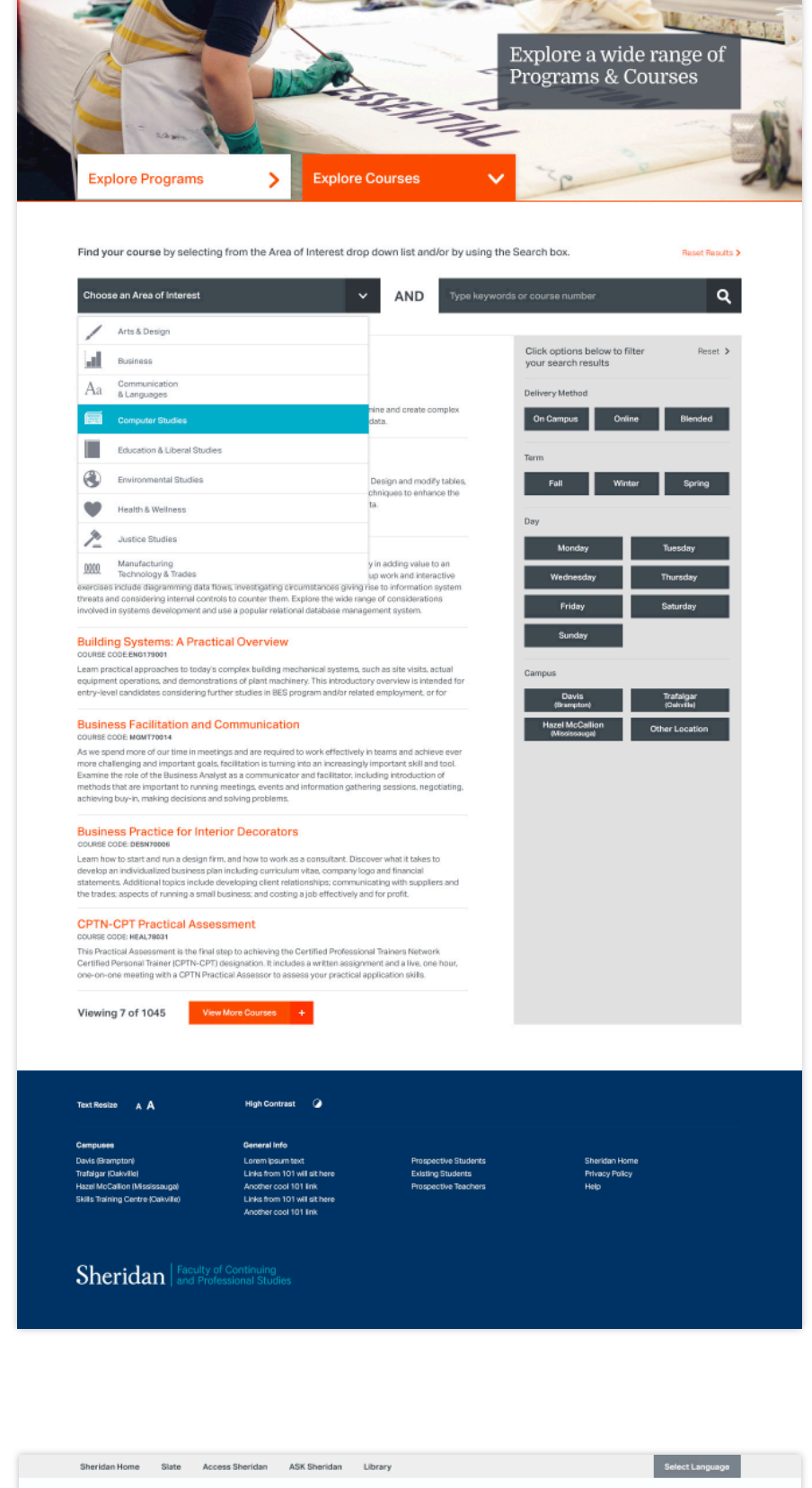
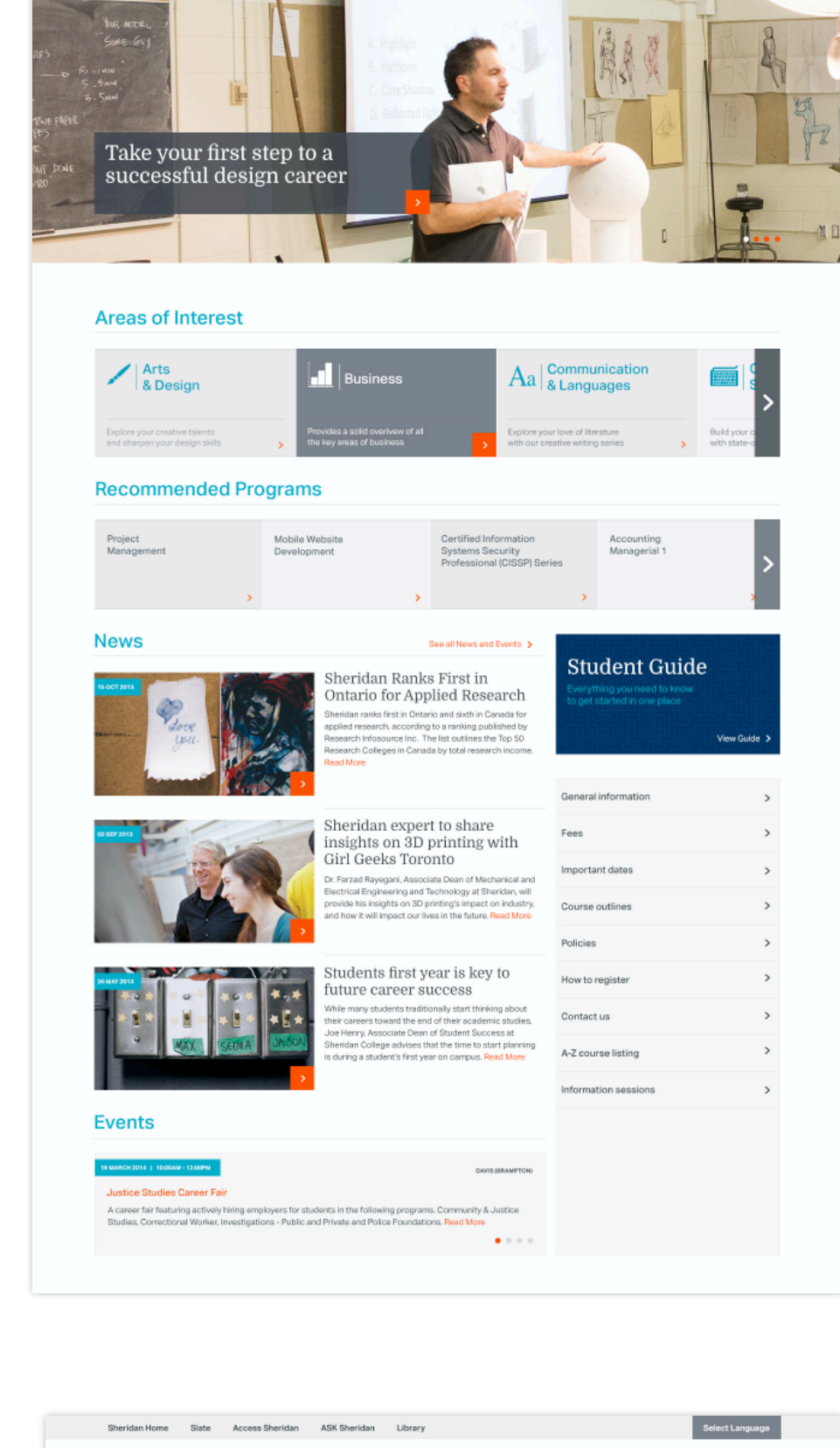
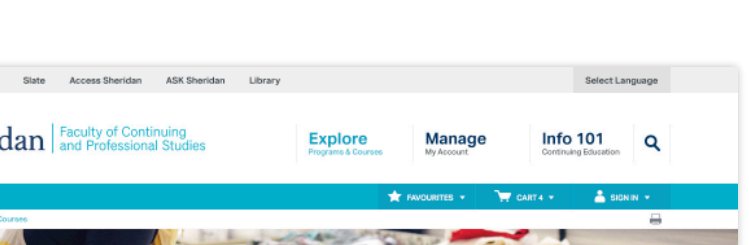
UX WIREFRAMES



SOLUTION

Delivered a personalised and easy shopping experience, with intuitive search capabilities, functional on any device. A fast and more reliable online experience with a streamlined registration process including real-time course offerings and seat availability. We gave students the ability to quickly and easily understand courses and programs on offer with an easy to navigate viewing.

Once students have completed their booking, they can manage courses, view results, submit work and receive any important information about their course online.



RESPONSIVE DESIGNS

