



ABBIE GOULET

UX & PRODUCT DESIGNER ☺



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SUMMARY OF QUALIFICATIONS

- 2 years as a UX Designer for Canadian Tire Innovations (CTi), 5 years+ in user experience design, 6 years+ editing videos, 7 years+ editing photos and graphic design.
- Strong leadership and teamwork skills--regularly works on a cross-functional team as the only designer. Organized and conducted CTi's first user test in February, 2018.



Design Software Skills: Adobe Illustrator, Sketch, InVision, Photoshop, Premiere, etc.



UX Design Skills: Paper prototyping, usability tests, user research, user interviews, etc.



Developing Skills: Adobe After Effects, web development (HTML/CSS and JavaScript).

WORK EXPERIENCE



INNOVATIONS

User Experience Designer

Canadian Tire Innovations (CTi)
May-Sept, 2016, Apr, 2017 - present

- Started as a co-op in 2016, contract April 2017, then hired full-time in September, 2017.
- Design mobile app prototypes and websites, conduct user research for prototype ideas, and user test physical and digital prototypes.
- Created internal educational videos and an offsite event for the Triangle Learning Academy (TLA).
- Currently creating a format for an internal rapid design session and conducting user research on wheelbarrows.

UNIVERSITY OF
WATERLOO



Digital Content Designer

University of Waterloo
Mar., 2017 - Sept., 2017

- Designed media content for Q-collaborative, a research project exploring theatre, prompt books and audience engagement.
- Edited an educational video that helps children engage with Shakespeare plays.
- Co-designed the early parts of the Q-collaborative website on WordPress.com.

EDUCATION & AWARDS



Bachelor of Global Business and Digital Arts (BGBDA)

University of Waterloo
Began: September, 2013
Graduation: June 14, 2017



Departmental Award for Distinguished Academic Achievement

(Highest marks in GBDA Class of 2017)

SIDE WORK



FAITHTECH

Design Lead

FaithTech
Mar., 2019 - present

- Lead a team of designers at FaithTech, an organization that connects people working in tech to fun projects for the church and Christian community.
- Currently re-designing the FaithTech website and leading a team that is working on a website for a missionary in India.

SCHOOL PROJECTS



Nomo

GBDA 402

January - February, 2017

- Created a convenient, in-home dispenser system for shower toiletry products that incorporated principles of the circular economy.
- Designed for Unilever partnered with the RSA Student Design Awards. This was a submission for the Circular Futures project brief.
- Built and user tested low fidelity dispenser prototypes. Direct Observation, Interviews, and Card-Sorting user testing methods were used.
- Achieved 95% on the final pitch.



Mumii

GBDA 402

March - April, 2017

- Designed a mobile app and Cardiotocograph machine (CTG) extension concept intended to assist pregnant mothers and empower supporting partners in the early stages of labour.
- Conducted and documented user testing for research where we simulated an early stage labour scenario with groups of two user testers at a time.
- Conducted user testing for the paper prototype of the mobile application.
- Calculated all financials for the business plan portion of the project.
- See full project journey here: www.abbiegoulet.com/mumii

INTERESTS

- Experimenting with computer software.
- Completing a Udemy web development course covering the development of a fully responsive, animated website. The course teaches HTML/CSS, JavaScript and jQuery.
- Completed the LightHouse Labs 21-Day Coding Challenge (May, 2019) focusing on JavaScript. Currently learning Webflow.
- Attended AWWWARDS San Francisco in May, 2018 and Fluxible in September, 2018 to learn from influential leaders in design.
- Single-handedly took on all aspects of creating a wedding video voluntarily because I wanted to challenge myself to make a good video of a live event.
- Love to travel-have ventured to Bonaire, Antigua, St. Lucia, the USA and UK.