

# ERIN MAASKANT

## A BIT ABOUT ME

I am a UX Designer with a strong background in coding and communications. I love to design and build meaningful solutions to real-world challenges.

**Patience in problem solving:** Taking on a challenge and finding ways to make things work is what sparks my creativity. Small and iterative steps toward that North Star.

**Human-centred design thinking:** Research to understand the human - where they're from, what motivates them - in order to challenge our assumptions and find innovative solutions.

## CONTACT

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## EDUCATION

### FUNDAMENTALS & ADVANCED UX DESIGN

HackerYou  
Spring 2019

### WEB DEVELOPMENT IMMERSIVE PROGRAM

HackerYou  
Summer 2018

### FUNDAMENTALS & ADVANCED WEB DEVELOPMENT

HackerYou  
Spring 2018

### PRIMARY TEACHING DIPLOMA

Victoria University of Wellington, 2009

### BACHELOR OF ARTS

French, History  
Victoria University of Wellington, 2007

## PROFESSIONAL EXPERIENCE

### UX DESIGN & DEVELOPMENT

FREELANCE • MARCH TO PRESENT

With my expertise in UX design, content strategy, information architecture, and web development, I work with individuals to create beautiful portfolio websites that are tailored to their industry.

A few recently completed projects include:

- Portfolio website for a Matte Painter and Concept Artist for the movie and television industry;
- Portfolio website for an award-winning Writer and Director;
- Production Manager for Buck Consultants and RBC to produce their yearly pension statements for each of their 50,000+ employee pension members worldwide.

### EMAIL MARKETING DEVELOPER

HUDSON'S BAY COMPANY • NOVEMBER TO FEBRUARY (3 MONTH CONTRACT)

- Enhancing PSD files and optimizing sliced images for the web using Adobe Photoshop;
- Utilizing HTML5 and Dreamweaver to prepare marketing emails for our nation-wide subscribers.

### SENIOR COMMUNICATIONS ASSOCIATE & PROJECT MANAGER

BUCK CONSULTANTS • TORONTO • AUGUST 2013 TO JULY 2018

As a senior associate, my role included project management and key client contact for a variety of Communications projects. This included:

- Project manager for a multi-disciplinary team of graphic designers, writers, and developers, tasked with designing change management campaigns and total reward statements for Siemens, Sears, CIBC Mellon, Cadillac Fairview and Mondelez to name a few.  
I led the team, writing original content and preparing designs that were in line with the client's branding & marketing strategy and design styleguide;
- Part of a cross-functional team working on online portals for multiple clients, including Unilever and Cisco (US and Canada). We used Agile methodology and sprints tracked in Jira to iterate and review our portals for functionality, quality assurance, accuracy, and design consistency;

### COMMUNICATIONS ADMINISTRATOR

ENVIRONMENTAL RISK MANAGEMENT AUTHORITY • NEW ZEALAND

- Project Manager for the Annual Customer Satisfaction Survey, in which I created and edited all questionnaire content and used a systematic sampling method to distribute the survey;
- Event Manager for nation-wide monthly community meetings, working with local organizations to improve our communication with the public, and find ways of incorporating community feedback.

### GRAPHIC DESIGNER

INTERACTIVE SOLUTIONS NEW MEDIA INC • TORONTO

- Created unique, interactive interfaces and exercises for digital training and onboarding experiences for companies such as LCBO, Ford, Dupont, and Bank of Montreal.