

PERSONAL STATEMENT

Digital Creative Strategist with a strong background in web design, development, and brand-driven digital experiences. Skilled in combining creative design thinking with strategic planning to build engaging websites, digital campaigns, and user-centered products. Experienced in UI/UX design, brand identity, and digital storytelling, with a focus on helping businesses and organizations grow their online presence through innovative and effective digital solutions.

SKILLS

Design Skills: Adobe Creative Suite (Photoshop, Illustrator, Aftereffect, InDesign), Sketch, Figma, Framer, Canva

IT Skills: R, Java, Power BI, Python, SQL, Object Oriented Programming, HTML/CSS, Microsoft

PROJECTS (Personal website: www.penieloputa.com)

Recess Toronto – Website Design & Development

Timeline: 5 Days

UI/UX Designer & Developer – www.recesstoronto.ca

Designed and developed a responsive website for a Toronto-based nightlife and event brand focused on creating memorable social experiences.

- Developed the brand’s digital presence through modern UI design and layout
- Designed and built key pages (Home, Events, About, Gallery, Contact)
- Structured the site to highlight upcoming events and showcase past experiences
- Focused on visual storytelling, mobile responsiveness, and smooth user experience

Noelle Consults – Website Design & Development

Timeline: 1 Month

UI/UX Designer & Developer – www.noelleconsults.com

Designed and developed a responsive website for an academic consultancy.

- Created brand identity, user personas, and wireframes
- Designed and built key pages (Home, About, Blog, Contact, etc.)
- Focused on usability, mobile responsiveness, and accessibility

Game Using JavaFX: I designed a game like the game Connect 4, which is designed with a 6x7 board with colored stones. Players move in turns, choosing empty cells and placing their stones. The game ends when three stones of the same color are present in a row, column, or diagonal.

Software that teaches data structure and algorithm: For my Thesis, I developed Teaching Software using Microsoft PowerPoint, featuring tutorials on algorithms, pseudocodes, searching and sorting techniques, examples, illustrations, and tests for practice and understanding.

EXPERIENCE

Freelance Web Designer/Developer

Toronto, ON

(01/2024 – Present)

- Developing dynamic animations and motion graphics for videos, websites, social media, advertisements, and more.
- Understanding client needs and goals and creating tailored visual solutions that align with their brand identity and objectives.
- Crafting eye-catching visuals, including logos, typography, characters, and backgrounds, to bring static designs to life through movement.

- Proficiently using tools like Adobe After Effects, Premiere Pro, Cinema 4D, and other motion design software to produce high-quality animations and video edits.
- Editing raw footage, fine-tuning animations, and adjusting audio to ensure the final product is polished and professional.
- Managing deadlines, communication, and client expectations while delivering results within the agreed-upon timeline and budget.

UI/UX Designer

Leadflex, Toronto, ON

(11/2023 – 12/2024)

- Designed a high fidelity interactive prototype for the eCommerce mobile application and collaborated with the UI/UX team on building iterations of the MVP
- Collaborated with the digital product manager and the engineering team to create 10+ design assets (wireframes and mock-ups) for the existing web application using Figma and Adobe Creative Cloud.
- Worked with the Lead Designer to create a strategy for implementing design system
- Created and maintained technical documentation related to UI/UX design, including design specifications, style guides, and design system documentation.
- Attended dev scrum calls to facilitate understanding of tech needs and iterate designs.
- Provide technical guidance and support during the development phase to ensure designs are accurately translated into the final product.

Customer Success Rep

Extend Communications, Toronto, ON

(8/2023 – 11/2023)

- Guided new customers through the onboarding process, ensuring a smooth transition and understanding of the product or service.
- Built strong customer relationships with 100+ customers within my portfolio by employing a structured process for understanding their needs, goals, and challenges.
- Acted as the main point of contact between the customer and the company.
- Communicated regularly with customers through various channels (email, phone, video calls) to provide updates, share best practices, and gather feedback.

UI/UX Designer

Central European University, Budapest, Hungary

(8/2020 – 11/2022)

- Assisted UI/UX designers in creating and refining design assets, such as wireframes, mock-ups, and prototypes.
- Used design tools and software to contribute to developing the user interface based on design specifications.
- Created and maintain technical documentation related to UI/UX design, including design specifications, style guides, and design system documentation.
- Ensured that technical documentation is accurate, up-to-date, and accessible to the design and development teams.
- Worked closely with front-end developers to facilitate the implementation of UI designs.
- Provided technical guidance and support during the development phase to ensure designs are accurately translated into the final product.

EDUCATION

Postgraduate Degree in Business Analytics

Cambrian College

Sudbury, Ontario. (10/ 2023)

Relevant coursework: Programming for Analytics, Data Collection and Ethics, Structured Data Management, Statistics for Data Analytics, Enterprise Analytics, Connected Data

B.Sc. Computer Science

University of Debrecen

Debrecen, Hungary. (07/2020)

Relevant coursework: Programming languages, Operating systems, Data Structures, and Algorithms, Web application development, Computer security, Applied mathematics.