

Sarah Leyva

UX/UI Designer & Marketer

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PROFILE

I am a natural right-brainer who ventured into the world of Engineering driven by a peculiar fascination for science and systems. However, being a part-time student, backpacker, and hospitality employee, taught me more about who I am than I ever knew. From which I decided to embark on a more human-centric profession, where my love for humans, culture, and arts had an advantage; Leading me to become a creative and detailed UX/UI Designer.

SKILLS

Figma, Figjam, Microsoft Office, Sketch, Photoshop, LINGO, Venism, Tablou, Communication Skills, Design Systems, Wordpress, AdobeSuite, Visual Design, Squarespace, Problem-Solving, Usability Testing, Cross-Collaboration, Storytelling, Adaptable, Open Minded, Iterative Design Processes, Elementor, Multicultural, Management

PROJECTS

News Reader App Launch | PressReader

FEB 2024- MAY 2024, VANCOUVER, BC

- Marketing Researcher and Campaign Developer for a new target audience in a 4-month project collaboration with PressReader.

Hackathon Winner | Shopify x BrainStation

NOV 2023, VANCOUVER, BC

- Lead UX Designer of the winning team for a project that aimed to leverage Shopify's Ecosystem to lower the barriers on the regulatory landscape.

Production Line Design Project | John Deere

SEP- DEC 2019, MONTERREY, NL

- Engineer intern for Assembly Line Optimization project through Linear Programming, reducing an average of 20 over-time hours per week.

EDUCATION

Digital Marketing | Diploma, Cornerstone Int College

JAN 2024 - DEC 2023, VANCOUVER, CAN

User Experience Design | Diploma, BrainStation

SEP 2023 - DEC 2023, VANCOUVER, CAN

User Experience Design | Diploma, Tamwood Int College

SEP 2022 - OCT 2023, VANCOUVER, CAN

User Interface Design | Certificate, BrainStation

APR - MAY 2023, VANCOUVER, CAN

Industrial and Systems Engineer | Bachelor's Degree, ITESM

SEP 2016 - DEC 2021, MONTERREY, MX

- Awarded with a Sports Leadership Recognition

EXPERIENCE

Social Media Coordinator Volunteer | United for Literacy

FEB - Present, VANCOUVER, CAN

- Content Creator and Strategist in diverse social mediums for the company to increase partnerships, volunteers and learners engagement.

Social Media Freelance

MAY - SEP 2023, OJINAGA, MX

- Web Designer, Content Strategist, and Social Media Manager for small businesses in border town between Mexico and the USA.