

Giustina Qualizza

✉ giustina.qualizza@gmail.com

🌐 www.giustinaqualizza.com

☎ 250.361.8380

📍 Calgary, Alberta

Skills & Abilities

Design Research

Creative Strategy

Human Centred Design Process

Design Thinking

Visual Communication and Story Telling

Systems Thinking & Mapping

Branding and Visual Identity

UX / Usability

Information Architecture

Instructional Design

Technical Writing

Project Work

Calgary Transit

2017-2018

- Utilized design sprints to generate and iterate potential design interventions
- Conducted extensive research, including interviews, ethnographic observation, desk research, and public engagement activities
- Built system maps and prototypes of varying levels of fidelity
- Pitched solutions, and design concepts to a broad range of stakeholders

Alberta Health Services & Choosing Wisely

2017

- Utilized systems thinking and design to build infographic solutions for ER doctors
- Synthesized complex data and research to identify key leverage points
- Layered data and applied graphic design principles to convey complex information in a simple and user-centred manner

The City of Calgary

2017

- Wrote and executed usability tests for the refresh of the Open Data Portal
- Compiled and synthesized data into usability reports
- Presented findings and recommendations to stakeholders and decision-makers

Precision Drilling - Learning and Development

2016-2018

- Utilized information architecture and content strategy to build a company-wide, and international training database
- Built wire frames, prototypes and system maps throughout site development
- Built test scripts and facilitated user testing of site architecture and usability
- Designed and built graphic and UI collateral, as well as training materials

Precision Drilling - Customer Relations Management (CRM)

2018

- Built process flows, system maps and infographics to generate project buy-in
- Worked with communications and change management teams to solidify project strategy and sustainment
- Built graphic elements including infographics, branding materials, and icons
- Built video story boards and scripts, and wrote training guides

Giustina Qualizza

✉ giustina.qualizza@gmail.com

🌐 www.giustinaqualizza.com

☎ 250.361.8380

📍 Calgary, Alberta

Let's Get Technical

Figma

Jira & Confluence

Adobe Creative Suite

eLearning Software

- BrainShark, Captivate, Articulate

Content Management Systems

- SharePoint, SuccessFactors

Education

BCMM - Information Design

With Community Service Learning (CSL)

Mount Royal University

Calgary, AB

General Arts Studies

Camosun College

Victoria, BC

References

Professional references available,
upon request

Work Experience

Product Designer, Workhub Software

2020- Present

- Work with product managers and designers to uncover, define and address unmet user needs and business goals
- Research, competitive analysis, and reviews of industry best practices
- Collaborate with developers to prototype and build new features and major software components
- Create wireframes, mockups, and high fidelity design artifacts to communicate ideas and user interactions
- QA test development work to ensure visual and functional quality
- Onboard and train new design team members

Junior UI Designer

2019-2020

- Contributed to existing design system and icon library
- Improved content structure and information architecture of existing features
- Created low, mid, and high fidelity wireframes
- Conducted user interviews and research activities
- QA test for visual quality

Learning and Development Design Intern, Precision Drilling

2016-2018

- Created story boards, designed and built interactive e-learning courses for both corporate and field audiences
- Created training documentation for video and print projects
- Built process diagrams and infographics to visually represent business functions
- Completed required training and acted as a SharePoint administrator
- Acted as a Learning Management System administrator (SuccessFactors) to ensure the output of learning materials, tracking and reporting

Independent Design Work

2016-Present

- Created a variety of visual materials for independent clients such as logos, packaging design, instructional and marketing materials.