

Breanne Lewis

New Graduate and User Experience Designer

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I turn complex technical problems into pleasant, digestible solutions for my users via deep research, design and psychology methodology, and approachable writing—be it a small button or long documentation. I value frank critique and growing my craft.

Key Skills

UX/UI Design
Visual Design
Pitch Decks and Presenting
Cross Disciplinary
Teamwork
UX Writing / Copywriting
Usability Testing
Wireframes & Prototypes
Brand Identity Design

Tools

A/B & Qualitative Testing
Figma / Sketch & Craft
InVision
Framer (Coffee Script)
HTML & CSS
OOP (Arduino, Processing,
transitioning to Python)

Education

BA, Interactive Arts &
Technology, Simon Fraser
University / Oct 2022
Graduated with Honors and
Distinction (3.61 CGPA)

Achievements

1 patent (AI and RegTech)

Design Experience

IBM Canada, Data & AI

UX & Content Designer, Area 631 Intern / May '21 - Aug '22 ^{16 months}

As the sole designer, invented and pitched a compliance AI product (now patented) primarily in Sketch through an internal start-up incubator. I also:

- Invented and filmed a 6-part video interview series Pep Talks.
- Spearheaded design for 5 internal start-ups. Created 4 brand identities for 2 start-ups and 2 events with the Carbon Design System.
- Coached a team of developers on user-centered design practices to create a new feature for an internal start-up: Quickscout.ai.

Simon Fraser University

Teaching Assistant / Sept '19 - June '21 ^{17 months / 1.5 years}

Instructed 400+ undergraduate students on design principles, practice, and history. Ran tutorials on UX writing, Adobe, responsive web development, and Figma; made lesson plans and gave actionable critique on a weekly basis.

Dutch Design Field School

Content Lead & Social Media Manager / Jan '19 - Oct '19 ^{10 months}

Video interviewed 16 designers; created an expressive, unique identity; and coded a website to house it all. Lead content strategy, writing, and created content for all social media touchpoints (increased user reach by ~200%).

Mining.com (Glacier Media)

Freelance Contract Worker / Sept '18 - Oct '19 ^{1 year}

Redesigned an existing product following a company merge. Accomplished with Figma, InDesign, Bootstrap 4, and HTML & CSS.

Dossier Creative Inc.

Railyard Lab Intern / May - Aug '17 ^{4 months}

Co-created brand identities and naming strategies to empower 2 non-profits using Adobe suite. Composed detailed tone guidelines and documentation.