

# Wyatt Kay

UX Designer | Toronto, Ontario

<http://wyattkay.com/>  
wyattkay@gmail.com  
(416)-871-9199

## Experience

### Web Designer, Saatchi & Saatchi (Clients: Toyota.ca, Lexus.ca)

September 2019 – Present

- Designed and produced a wide variety of digital projects that range from full conceptualization to general webpage updates.

### UI/UX Designer, POKET

July 2019 – September 2019 (Contract)

- Established design guidelines for future product developments
- Designed POKET's desktop portal and consumer-facing app, both of which went on to be developed and shipped to clients
- Created various graphics and branding materials to establish POKET's brand. (Illustrations, infographic, video, graphs, business card, etc).

### UX Designer, FairVentures

April 2018 - August 2018

- Worked with Fairfax and its subsidiaries to discover new product opportunities and design digital solutions
- Prototyped an enterprise and a mobile application that went forward to be sponsored and built by the client
- Designed workflows and led usability testing sessions with customers on multiple mobile and web projects
- Facilitated a design sprint
- Participated in the first ever Fairfax Hackathon as the sole designer on a team

### Content Manager, AuxMode

July 2013 - June 2016

- Designed websites using WordPress, with key responsibilities in applying CSS and layout changes to dynamic PHP sites
- Created graphics using Adobe CC to establish a client's brand
- Assisted in growing AuxMode's largest client's YouTube views to over 20 million, and their subscriber base to 200,000+ subscribers
- Set up a subscriber-based website along with an online merchandise shop to drive new revenue opportunities

### Head Canoe Tripper, Camp Timberlane

February 2017 - August 2017

- Responsible for leading, mentoring and evaluating the performance of a team of ten wilderness guides

## Education

### University of Waterloo

Class of April 2019

Honours Bachelors of Global Business and Digital Arts

Dean's Honours list Recipient

## Skills

User research & interviews

Usability Testing

Journey Maps

Wireframing

Prototyping

Personas & Scenarios

A/B testing

Web & App Design

## Tools

Sketch

Figma

InVision

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Wordpress

## Courses

YouTube Digital Rights

YouTube Audience Growth

### Undergrad:

-User Experience Design

-Design and Problem Solving

-Digital Imaging

-Digital Media Design and

Production

-Intro to Computer

Programming

-Marketing in the Digital World