

# CLARET EGWIM-NWAGBARA

CLARET - EGWIM.COM

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905.931.1600

## EXPERIENCE

### PRODUCT DESIGNER - 88RISING

ACADEMIC PROJECT

11.2023 - 12.2023

- LED REDESIGN INITIATIVES TO ENHANCE ARTIST DISCOVERABILITY AND USER ENGAGEMENT ON 88RISING'S WEBSITE.
- CONDUCTED 10+ USER INTERVIEWS TO GATHER INSIGHTS THAT GUIDED UX IMPROVEMENTS AND ALIGNING CLOSELY WITH USER NEEDS AND BRAND OBJECTIVES.
- DEVELOPED A COHESIVE DESIGN SYSTEM BY REFINING VISUAL HIERARCHY, TYPOGRAPHY, AND LAYOUT, RESULTING IN A 20% INCREASE IN USABILITY AND BRAND CONSISTENCY.

### VISUAL DESIGNER - DUTCH DESIGN

AWARD

ACADEMIC PROJECT

09.2023 - 10.2023

- COLLABORATED WITH A TEAM OF 4 TO DEVELOP A SPECULATIVE MICROSITE AIMED AT ENGAGING EMERGING CREATIVES FOR DESIGN SUBMISSIONS.
- CREATED A PROVOCATIVE VISUAL LANGUAGE ADDRESSING SOCIETAL ISSUES, SUCH AS ZWARTE PETE DEMONSTRATING THE ABILITY TO PROVOKE THOUGHT THROUGH DESIGN AND ENHANCING USER ENGAGEMENT AND ACADEMIC DISCUSSION BY 60%.
- UTILIZED CRITICAL THINKING AND CONTENT STRATEGY TO CRAFT MESSAGING THAT RESONATES WITH A DIVERSE AUDIENCE, DRIVING PARTICIPATION AND CRITICAL DIALOGUE.

### CONFERENCE MANAGER

TOUCHPOINT SFU

01.2023 - 04.2023,

01.2023 - 04.2024

- MANAGED LOGISTICS AND PROGRAM DEVELOPMENT FOR A 500+ ATTENDEE DESIGN CONFERENCE, CURATING SESSIONS WITH INDUSTRY THOUGHT LEADERS AND SECURING 17 SPEAKERS.
- FACILITATED STUDENT PLACEMENT BY ORGANIZING INTERVIEWS WITH 9 COMPANIES, RESULTING IN A 40% PLACEMENT RATE FOR STUDENT ATTENDEES.
- SPEARHEADED THE CONFERENCE'S VISUAL IDENTITY, COLLABORATING ON WEBSITE REDESIGN AND EVENT BRANDING.

### TEACHING ASSISTANT

SIMON FRASER UNIVERSITY

11.2023 - 12.2023

MENTORED 35+ STUDENTS IN INFORMATION DESIGN, GUIDING PROJECT DEVELOPMENT FROM CONCEPT TO COMPLETION AND ENHANCING THEIR DESIGN THINKING AND VISUAL EXECUTION SKILLS.

## EDUCATION

### SIMON FRASER UNIVERSITY

2020 - 2025

SIMON FRASER UNIVERSITY  
BACHELOR OF ARTS IN INTERACTIVE ARTS & TECHNOLOGY (CONCENTRATION IN DESIGNING INTERACTIONS)

RELEVANT COURSEWORK: HUMAN-COMPUTER INTERACTION, UX RESEARCH, INTERACTION DESIGN, INFORMATION ARCHITECTURE

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## SKILLS

### DESIGN

GRAPHIC DESIGN

CONTENT STRATEGY

CRITICAL THINKING

USER RESEARCH

EXPERIENCE DESIGN

WIREFRAMING

STORY TELLING

VISUAL DESIGN

### TOOLS

FIGMA

HTML/CSS