

Selena Mangoni

Designer

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EXPERIENCE

Alibi Technologies – Design/Product Lead

SEPTEMBER 2022-PRESENT

- Led product team in a successful redesign of our Shopify app platform, resulting in a 30% user engagement.
- Spearheaded a rebranding initiative for the Vendy platform, leading to a 15% increase in customer satisfaction and a 20% improvement in user experience metrics.
- Managed full redesigns of various platforms, including onboarding flows, video editing timelines, and widget designs, resulting in a 20% improvement in user onboarding completion rates.
- Collaborated effectively with C-suite executives and developers to define design objectives, product roadmaps, and new features resulting in a 40% increase in product feature adoption.
- Conducted user research to understand target audience needs and pain points, driving user-centric design solutions.
- Produced high-quality design concepts, wireframes, prototypes, and mock-ups, continuously improving the user experience of the SAAS product Vendy, resulting in a 30% increase in user engagement.
- Led product demo calls with clients and oversaw the design and execution of all social media, marketing, and ads for the product resulting in a 50% increase in product awareness and a 20% growth in user acquisition.

Visual/UX Designer

JANUARY 2022 – SEPTEMBER 2022

- Recommended design enhancement for our shoppable banners to improve visual appeal.
- Executed comprehensive redesigns of Vendy and Alibi Technologies' website to enhance navigation and visuals.
- Developed site content and graphics including copywriting, images, icons, data visuals and enhancements.
- Took concepts and produced design mock-ups and prototypes to strengthen the design, enhance user experiences and improve site interactions.
- Conducted user interviews to inform UX updates and ensured a mobile-first approach for designing the Vendy Widget.
- Presented UX designs and solutions to C-suite executives for continuous improvement.
- Created eye-catching and functional digital design concepts to strengthen the company's brand identity.
- Designed a self-serve dashboard application, improving productivity and user satisfaction.

Alibi Entertainment – Graphic Designer & Social Media Coordinator

AUGUST 2021 – PRESENT

- Developed and executed social media strategies and assets for Alibi Entertainment brands and projects including Carnival Eats, Crossroads, Field Trip Music Festival, Vendy, Alibi Entertainment and Alibi Technologies.
- Created pitch decks, show logos and TV Show posters that are shown on TVO and CTV
- Manages design projects simultaneously, including brand identity design, website design, and marketing collateral.
- Organized and presented deliverables for clients, including producing on a Clif Bar shoot in Montreal.
- **Field Trip Music Festival:** Ran and designed social media assets, merchandise, posters, stage banners, condo flyers, menu designs, and wayfinding at a music festival in Toronto, ON
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Good Deeds – Advisory Committee-Graphic & UI/UX Design

FEBRUARY 2022 – PRESENT

- Provide consultation to the board of directors and the CEO on all design collateral.
- Designed social media content, posters, and presentations.
- Redesigned entire platform to enhance user experience and redesigned the website for improved navigation and visuals.
- Created original graphic designs to give the brand a story.

SKM Design Studio – Freelancer

DEC 2019 – PRESENT

- Collaborated with developers and managed cross-media projects involving branding, illustrations, web design, print collateral & UI design for start-ups and small businesses.

Registered Graphic Designer of Canada – Provisional Member

SEPTEMBER 2021 – PRESENT

EDUCATION

Google – Coursera

Google UX Design Professional Certificate

Toronto Film School

Graphic Design and Interactive Media

Niagara University

B.A Integrated Management

SKILLS

Design: UX – UI graphics & Illustration – Presentation Documents – User flows – Concept sketches – Wireframes & Mock-ups – Motion Design with After Effects – Branding and Style guides – Social Media

Platforms: Adobe Creative Suite – Figma – Gitlab – HubSpot – Mail Chimp – Wix – Shopify – Microsoft Office Suite

Marketing: SEO – Facebook/Instagram/LinkedIn Ads – Email Marketing

VOLUNTEER

RGD – Provisional Member.

SEPT 2021 – PRESENT

Provisional Committee Member

Events Committee Member