

# Selena Mangoni

I am a UX Designer with equal parts empathy, drive, creativity, and skill.

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## EXPERIENCE

### Alibi Technologies– *Design/Product Lead*

SEPTEMBER 2022-PRESENT

Work closely with c-suite executives, engineers, and marketers to shape both product strategy and specific features. Collaborate with the team on all levels of the product development process, from early needs discovery to road mapping, to gathering feedback from customers, and more.

### *Visual/UX Designer*

JANUARY 2022 –SEPTEMBER 2022

Collaborated with developers and c-suite executives to define and implement innovative solutions for product direction, visuals, and experience. Executed UX design stages from concept to final hand-off to development including project definition, problem, research, ideation, high-fidelity prototypes and usability testing. Conceptualized original ideas that bring simplicity and user friendliness to complex design roadblocks. Designed a full-suite self-serve dashboard application which improves productivity and increases user happiness.

### Alibi Entertainment – *Graphic Designer & Social Media*

#### *Coordinator*

AUGUST 2021 – PRESENT

Developed and executed social media strategy for Alibi Entertainment brands and projects. Identify and build required social media assets. • Worked on multiple design projects simultaneously, including brand identity design, website design, and marketing collaterals. Assisted with the UX Department.

#### **Clif Bar**

Produced a Clif Bar shoot in Montreal. Organized all deliverables and presented them to the client.

#### **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

### 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. Design all social media, posters, and presentations. Define and implement innovative solutions for the product direction, visuals and experience including wireframes and prototypes. Created original graphic designs to give the brand a story.

### Registered Graphic Designer of Canada– *Provisional Member*

SEPTEMBER 2021 – PRESENT

RGD Members are a community of like-minded professionals with access to professional development, resources, and a vibrant exchange of information.

#### **Provisional Committee Member**

- Develop relevant and meaningful resources for [Provisional RGDs](#).
- Assist in advising and implementing programs and services to benefit [Provisionals RGDs](#) from across Canada.

#### **Events Committee Member**

- Develop, coordinate and promote RGD virtual and local events
- Ensure Design Thinkers is a meaningful, relevant event by proposing and developing new programs and opportunities for engagement by the attendees
- Encourage grassroots activity and culture

## EDUCATION

### Google – Coursera

Google UX Design Professional Certificate

### Toronto Film School

Graphic Design and Interactive Media

### Niagara University

B.A Integrated Management

## SKILLS

Pen & Paper  
Adobe Creative Suite  
Figma  
Typography  
Colour  
Composition  
Web and Mobile Platforms  
Collaboration  
Communication  
Design Thinking  
Design System  
Prototyping  
Wireframing  
Social Media  
SEO

## REFERENCES

### PAULA FESTAS- CRO.

*Huumans inc./*  
*Previously CRO at Alibi Entertainment.*  
647-281-6695  
[paula@huumans.com](mailto:paula@huumans.com)

### AMBER YAKUTCHIK- CEO

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