

IZABELA TORBICKA

UI/UX DESIGNER



About

I am a UI/UX Designer, empowering brands and creating engagement for the past 17 years.

I drive UX features and UI designs from concept to release, making complex interactions approachable, engaging and user-centered. My goal is to create experiences that convey narrative and offer clear calls to action.

Contact



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Oakville, ON L6H 5P7



Education

HONOURS BACHELOR OF FINE ARTS - VISUAL ARTS STUDIO 1997 - 2001
York University

WEB DESIGN 2001 - 2002
Concordia University



Work

UI/UX Designer 2017 - now
CAA

Evaluating applications and their user experience effectiveness. Creating and implementing interaction models, user flows, wireframes and UI designs. Developing specifications of best practices. Presenting UX solutions and UI concepts.

Director of Digital Media UI/UX 2016 - 2017
ADCO

Leading the creative process, wireframing, prototyping, UI/UX. Delegating work within the team. Working closely with clients, account directors and developers to deliver best creative solutions from responsive sites to apps and social media campaigns.

UI/UX Designer 2012 - 2016
Tokii & The Outdoor Shopper Channel

Translating brand strategy into approachable, responsive, user-centric UI/UX designs from concept, to user-flows, wireframes and final UI/UX. Running testing with testing groups. Delegating and supervising work done by programmers and designers.

Interactive Designer / Art Director 2007 - 2012
Cundari

Working closely with clients, developers and marketing managers. Integrating branding and advertising campaigns into websites, apps, flash animations and rich media banners. Clients: Telus, Koodo, Microsoft, ROM, Scotiabank, John Frieda, LCBO, BMW.

Web Designer 2004 - 2007
Dewar Communications

Working with marketing teams and web developers. Developing multi-media B2B campaigns. Designing websites and animations from concept to wireframes, user flows to final product. Clients: General Electric Oil & Gas and Hatch.



Summary of Skills

- ✓ Great interpersonal and managerial skills with dose of humor and empathy
- ✓ Able to handle multiple projects & teams concurrently
- ✓ Delivering projects on time and budget
- ✓ Ability to illustrate and present ideas with the latest prototyping tools
- ✓ Flare for existing and developing UI and UX trends
- ✓ Proficient in Adobe Creative Suite CC including Experience, After Effects, Premiere Pro Wireframing, Prototyping, Axure, Sketch, InVision, Craft.
- ✓ Familiar with HTML5/CSS3, Bootstrap, Hubspot, Kentico, WordPress, PHP/mysql