

ODELIA HOEY

UX Designer
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SKILLS

Interaction Design
Visual Design
Mobile App Design
Responsive Web Design

User Research
Competitive Analysis
Data Analysis
Wireframing
Prototyping
Persona Development
Usability Testing
Information Architecture
Heuristic Evaluation

Design Sprints
Developer Hand-offs

SOFTWARE

Sketch
Invision
Figma
Zeplin
Tableau
Google Analytics

EDUCATION

Bachelor of Arts
Anthropology and English
University of Toronto

UX Design Immersive
General Assembly

Lean Six Sigma
Yellow Belt

Human Resources Management
Post-graduate Certificate
George Brown

I am a UX Designer and Service Designer with 7 years combined experience in organizational design, talent management, and events.
A strategic problem-solver focused on generating human-centered solutions.

EXPERIENCE

User Experience Designer - Freelance

July 2020 - Present

- Designed the native mobile application prototype for health security platform Civiliience's product launch.
- Project lead for Civiliience engagement - led UX team through full design lifecycle to developer handoff; led all client meetings.
- Redesigned The Arctic Institute website with focus on information architecture, usability and visual design.

GENERAL ASSEMBLY

Instructional Associate - UX Design Immersive

Sep 2020 - Dec 2020

- Recruited to serve as an AI working directly with 30 students to facilitate their learning and practice of the UX design process, tools, and best practices through an intensive 12-week bootcamp.
- Vetted and coordinated clients to partner with the UXDI program.
- Collaborated on a team of 4 instructors to coordinate, iterate and deliver an industry leading immersive education program.

User Experience Design Fellowship

May 2020 - Aug 2020

- 12 week immersive UX design bootcamp covering full-cycle UX research, UX design, and visual design - over 400 instructional hours.
- Completed 5 comprehensive UX projects including a native mobile app, responsive web design, and an information architecture redesign.
- Worked with a client, Civiliience, to design the mobile app MVP for their upcoming product launch.

THINK RESEARCH

High growth scale-up focused on the digital health space with a global client base of more than 2,800 healthcare facilities - went public valued at \$180 million CAD.

Associate Director, Talent and Operations

Aug 2018 - Jan 2019

- Early employee brought on to drive scale-up of a startup that grew from 60 to over 300 employees during my tenure.
- Learning and Development director - led multi-team design sessions to develop and scale career pathways and cross-functional training across the company.
- Operations lead on a cross-functional team implementing agile and LEAN practices company-wide.
- Project lead in designing and building out the enterprise PMO to scale implementations and create predictive resourcing models for a team of 40.

Talent and Operations Manager

Apr 2017 - Aug 2018

- Worked directly with the COO and 6 team leads to design and build out the Client Success and Implementation teams
- HR Business Partner to Product Management, Business Development, Client Services, Technical Support and Clinical teams.
- Managed 1 recruiter directly.

Team Building Associate

Jan 2016 - Apr 2017

- Full-cycle recruitment, onboarding, people ops and employee engagement - brought on over 70 new hires in my first year.