

Daniella Sapiente

daniellasapiente@gmail.com | daniellasapiente.com | Toronto, ON

EXPERIENCE

Product Designer — Converge Advertising

June 2021 – July 2021 | Remote

- + Produced print and digital graphics exceeding client expectations.
- + Oversaw management of multiple websites while coordinating and launching a redesign of the company's own website.
- + Enhanced a marketing strategy plan for a virtual event that resulted in 200% more ticket sales than 2019.

Junior Product Designer — Converge Advertising

July 2020 – August 2020 | Oakville, ON

April 2019 – Sept 2019 | Oakville, ON

IxD Learning Assistant — Sheridan College

Sept 2019 – April 2020 | Oakville, ON

- + Utilized creative leadership skills to enhance and ease the learning experience of fellow Interaction Design students.
- + Tutored students in subjects such as visual design and basic coding while offering guidance and support.

INVOLVEMENT

Designer — Hackademics Club

Sept 2019 – April 2020 | Oakville, ON

- + Produced illustrations and layouts to promote Hackademics; a club that endorses and runs hackathons through Sheridan College.

Interaction Design Peer Mentor — Sheridan College

Sept 2018 – Sept 2019 | Oakville, ON

- + Offered advice and help to fellow Interaction Design students looking for mentorship and constructive criticism.

EDUCATION

Honours Bachelor of Interaction Design —

Sheridan College

2017 – 2021

Studying and creating accessible ways for users to engage with technology, focusing on web and app development, digital media design and production.

Art Fundamentals —

Sheridan College

2016 – 2017

SKILLS

Visual Design

UI/UX Design

User Research

Illustration

Usability Testing

TOOLS

Adobe Creative Suite

Figma

Cinema 4D

HTML/CSS