

THOKO PHIRI

UX Designer

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Experience

McGill Executive Institute / Digital Communications Manager

Sep 2016 - Present, Montreal QC

- Design, develop, and maintain our internal and external websites.
- Lead and manage web development team
- Optimize user experience (UX) based on user feedback, research and web analytics
- Handle feature requests and maintain product roadmaps for internal and external sites.
- Develop, deploy, and monitor email marketing and social media ad campaigns
- Implement automation marketing strategies to optimize lead acquisition and distribution
- Work closely with marketing team to ensure alignment of goals and strategies

Socility / Web & Graphic Designer

Sep 2015 - Sep 2016, Montreal QC

- Designed and develop brand and visual identity
- Designed and created company Wordpress website
- Created marketing collateral and digital assets for sales, marketing and social media

Freelance / Graphic Designer & UX Consultant

Sep 2014 - Present, Rome IT & Montreal QC

Worked with a variety of clients to bring their business online, transforming their vision into a powerful online presence through web, graphic and UX design.

- Coordinated and communicated with clients to better understand their brand, their business goals and their visual vision.
- Designed and created company websites on various platforms (Drupal, WordPress and from coded from scratch).
- Launched brand identities, including logo development, color schemes and font selection.

Certifications

McGill Certified Agile and SCRUM Master (MCASM)

McGill University, June 2020

Education

Designlab

UX Academy Certification, 2020

McGill University, Montreal QC

Bachelor of Arts, Italian Studies and Sociology, 2016

Skills

Design

Interaction Design
Visual Design
User Interviews
Journey Mapping
Wireframing
Prototyping
Usability Testing

Collaboration

Agile Methodologies
Project Management
Design Thinking
Design Sprints
Workshop Facilitation
Design Critiques

Tools

Adobe XD
inVision
Photoshop
Illustrator
InDesign

Code

HTML
CSS
JavaScript

Languages

English
French
Italian