

Donna Vitan

I'm dedicated to crafting the best experience using user-centered design. I focus on usability, accessibility, and design informed by data. With over 10 years in the UX/UI space, I want to help build better digital spaces for all.

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EXPERIENCE

User Experience Designer - *Scotiabank, Digital Factory*

NOVEMBER 2016 - OCTOBER 2017 (TORONTO)

Collaborated and contributed to my immediate team and to the design Community of Practice:

- Optimized onboarding experience for two agile teams; Small Companies and Credit Cards (50,000 users monthly).
- Collaborated and optimized the implementation of CASL compliance.
- Created and implemented an improved and robust email template; leveraged for other digital teams.

Manager, User Experience and User Interaction Design - *Scotiabank, Digital Channels*

DECEMBER 2015 - OCTOBER 2016 (TORONTO)

Collaborated and developed a robust Digital Channels Style Guide used by teams across the Bank to deliver a consistent customer experience.

Manager, Sales and Marketing Design - *Scotiabank, Self Service Sales and Channel Optimization*

NOVEMBER 2013 - DECEMBER 2014 (TORONTO)

Received recognition (Applause) from internal and external business partners with raving reviews of my teamwork, contribution and commitment to Scotiabank. Optimized in-house processes and workflows to support a growing portfolio of products. Delivered complex solutions above expectation, on time and budget; reducing the need to outsource.

Design Consultant - *Scotiabank, Self Service Sales and Channel Optimization*

MARCH 2011 - OCTOBER 2013 (TORONTO)

Designed and optimized marketing for a variety of products within the authenticated banking experience (Scotia OnLine).

Web Designer - *Flight Centre Australia*

AUGUST 2010 - FEBRUARY 2011 (BRISBANE, AUSTRALIA)

Designed marketing assets and maintained content for digital properties across multiple brands within Flight Centre Australia.

EDUCATION

International Academy of Design and Technology, Toronto
— *Graphic Design, Print and Web (2000 - 2001)*

SKILLS

- Experience in Agile
- Analytical problem solver
- Collaborative, skills sharing, and design critiques
- Storyboarding, journey mapping, wireframing, rapid, and high-res prototyping
- Information architecture
- Familiar with multi-step, cross-platform flows
- Responsive/adaptive designs
- Visual, interaction design, and animation
- Front-end development
- User empathy, research, and testing
- Understanding of behavioural sciences
- Advocate for accessibility and inclusive design
- Champion for the customer

TOOLS

Sketch, Adobe Creative Suite, HTML, CSS, JavaScript, SASS/LESS, React, JIRA, Confluence, Bitbucket, Git, Sourceforge, Flinto, Invision, WordPress, Custom CMS

AWARDS

Scotiabank Applause Best of the Best 2016 recipient; deliver an exceptional customer experience in every interaction.

Scotiabank Applause Best of the Best 2014 recipient.