

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 /// NOV 2016 - OCT 2017

- Optimized onboarding experience for two agile teams, Small Companies and Credit Cards, through competitive analysis, customer research, analytics, wireframing, task flows, rapid prototyping for user testing, and delivery of specifications for development.
- Researched, analyzed, and collaborated for optimal implementation of CASL compliance.
- Designed a robust and delightful email template; leveraged for other digital teams.
- Hosted skill sharing sessions, accessibility workshops, and design critiques in support of the design community of practice.

Manager, User Experience and User Interaction Design

Scotiabank, Digital Channels /// DEC 2015 - OCT 2016

- Managed the development of the Digital Channels Style Guide through stakeholder and business partner meetings, collaborated with end-user designers and teams, delivering a comprehensive, visual, and functional resource to provide a consistent user experience across authenticated digital properties.
- Strategic planning, content analysis, review of information architecture, and high fidelity prototyping to optimize task flows applicable to existing web and mobile platforms.

Manager, Sales and Marketing Design

Scotiabank, Self Service Sales & Channel Optimization /// NOV 2013 - DEC 2014

- Researched, planned, and optimized in-house processes and workflows to support a growing portfolio of products and services for product owners and campaign managers.
- Delivered complex solutions above expectation, on time and budget; reduced outsourcing.
- Received recognition (Applause) from internal and external business partners with raving reviews of my teamwork, contribution and commitment to Scotiabank.

Design Consultant

Scotiabank, Self Service Sales & Channel Optimization /// MAR 2011 - OCT 2013

- Designed and optimized marketing campaigns for a variety of task flows within the authenticated banking experience (Scotia OnLine).
- Translated business goals into effective design solutions, produced mockups, developed wireframes, optimized design ideas, and delivered web ready digital files.
- Increased efficiency by proposing and implementing new workflows and templating.
- Applied understanding of web usage analytics, user flow and drop off to provide strategic recommendations to user experience to increase engagement and conversion.
- Provided clear and concise creative direction, technical expertise, advice and solutions.

Web Designer

Flight Centre Australia /// AUG 2010 - FEB 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

Graphic Design, Print and Web, 2000 - 2001 (TORONTO)

DISCOVERY

- Stakeholder interviews and business needs assessment
- Customer analysis
- Competitive analysis
- Content analysis
- Functional requirements
- User empathy and testing
- User profiles and personas
- Analytics and A/B testing
- Advocate for inclusive design

DESIGN

- Accessibility and usability
- Information architecture
- Wireframing and task flows
- Rapid, lo-res, hi-res prototyping
- Multi-step, cross-platform flows
- Responsive and adaptive design
- Design critiques
- Copywriting
- Visual design
- Interaction design
- Style guide and design systems
- Typography
- Print

DEVELOPMENT

Sketch, Adobe Creative Suite, Accessible documents, 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.