

Manuela Pardo

I am dedicated to bringing forth innovative designs that not only solve problems but also evoke emotions, connect with users, and drive meaningful connections between brands and their audiences.

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EXPERIENCE

Product Designer – Loblaw Digital Jan 2024 - Current

- Created Brand new app for Joe Fresh.
- Collaborated closely with visual designers to ensure a cohesive look and feel that aligns with Joe Fresh's brand identity. This involved creating a visually appealing interface while maintaining usability and accessibility standards.
- Focus on technical SEO, to ensure our app meets technical standards and requirements set by search engines, such as fast loading times, mobile-friendliness and proper URL structures.
- Created Components to be used in the helios design system for multiple LOBS to use all around Loblaw Digital such as: Joe Fresh, Shoppers drug mart and PC Express.

Product Designer – Mokup Labs Inc. Dec 2021 - Nov 2023

- My Role is to create innovative and impactful solutions for a wide range of clients and industries.
- I worked as the lead designer on new features for our clients software, while working collaboratively with a team of designers, researchers, and developers to deliver exceptional design experiences.
- Translating user insights into tangible design solutions is a key aspect of my work.

Freelance Designer - Jan 2021 - Current

- As a Freelancer, I thrive on the fast-paced nature of working on various projects simultaneously.
- By combining creativity, research, collaboration, and technical expertise, I contribute to delivering high-quality design solutions that exceed client expectations and positively impact their business.

Graphic Design / UI Intern – Planned. May 2020 - Aug 2020

- I worked alongside the Product Design team to create prototypes for their Blog Page.
- As well as with the Marketing Team to create content for their social media, to promote the company's upcoming events and sponsor their services.

Ux Consultant – Ministry of Labour . Oct 2019 - Dec 2019

- Conducted usability testing and a heuristic evaluation to clarify the process of submitting a claim on the MOL's website and presented findings to MOL's UX team.

EDUCATION

Sheridan College –
Honours Bachelors of
Interaction Design

SKILLS

Visual Design

User Research

Wireframing and
Prototyping

Interaction Design

Usability Testing

Collaboration

Product Thinking

Graphic Design

Video Editing

SOFTWARES

Figma

Adobe Creative Suite

Jira

Sketch

Wix

Shopify

