

# Breanne Lewis

 /breannerlewis

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I am a User Experience Designer from Vancouver, Canada. My core competencies are interaction design, copywriting, and strategizing content to best serve my users and their needs.

## Key Skills

Content Strategy

Interaction Design

UI/UX Design

Writing and Micro Copy

Prototyping

Brand Strategy

## Tools

Figma

Sketch

Adobe InDesign

Adobe Illustrator

Adobe After Effects

Framer

Principle

InVision

A/B Testing

Qualitative Testing

CSS/HTML

## Education

**Simon Fraser University**

**BA, Interactive Arts and Technology / 2015 - Dec 2021 (expected)**

In the top 15% of the program with a 3.60 CGPA.

**dutchDesign Field School**

**Senior Design Student / Jan 2019 - October 2019 (9 months)**

Studied Dutch culture and history for 3 months; interviewed 16 prominent designers in the Netherlands over 2 months; edited films, designed an identity, and coded a website to house all it all in 4. I lead content strategy, wrote 99% of website copy, and ran all social media.

## Design Experience

**Simon Fraser University**

**Teaching Assistant / Sept 2019 - Present (4 semesters)**

Instructed 400+ undergraduate students on design principles, practise, and history. Ran tutorials on persuasive writing, Adobe CC, Figma, and HTML/CSS; made lesson plans and gave actionable critique on a weekly basis. Collaborated both in-person and remotely via Zoom and Slack.

**Mining.com**

**Freelance Contract Worker / Sept 2018 - Oct 2019**

Redesigned an existing product for their website following a company merge, applied new branding, and smoothed the experience for users by reducing the number of screens and simplifying search methods. Accomplished with Figma, InDesign, Bootstrap 4, and HTML/CSS.

**Dossier Creative Inc.**

**Railyard Lab Intern / May - Aug 2017**

Railyard is run by Dossier Creative Inc—a successful, 30+ year old brand agency. I executed brand & content strategy to empower non-profits; used Adobe CC for logo creation, brand guidelines, and client presentations; and wrote tone guidelines, brand names, and tag-lines.