CV

**CLAUDIA FLORENTINA COTICI**

**Location**: 3 Aylward Drive, Stratford, PE, C1B 1Z9

**Email**: [claudia.cotici@gmail.com](mailto:claudia.cotici@gmail.com)

**Phone**: (902) 394 5402

**Core Skills**

|  |  |  |
| --- | --- | --- |
| User experience (UX)  User interface (UI)  Usability testing  User research  Interaction design  User interviews  Usability reporting  Card sorting  Comparison testing  Information architecture | Adobe XD  Sketch  InVision  Balsamiq Mockups  Optimal Workshop  Adobe Illustrator  Adobe InDesign  Adobe Photoshop  Microsoft PowerPoint & Word  Gitlab | Prototyping  Wireframing  Infographics  Data visualization  Visual & graphic design  Squarespace  WordPress  Microsoft Sharepoint  Asana/Toggl/Trello |

**Career Summary**

**Lead Designer**

**December 2018 – Present**

**Hypori Virtual Mobility**

• Set design vision & facilitate design ideation activities

• Create supporting artifacts to communicate brand identity

• Own the UX/UI design of user-facing products

• Guide and support the web design team

• Assure brand consistency across platforms

• Create sales materials

• Support the expansion of visual design capabilities

• Drive the optimization of the graphic and creative workflow and processes to maximize efficiency and consistency in design

• Work in close partnership with the marketing team to reach sale and marketing goals while keeping the end-user in mind

**UX/UI Designer**

**May 2019 – December 2020**

**Veterans Affairs Canada (VAC) - Online Service Directorate - Charlottetown, PEI**

**Secure Messages Project for MyVAC Account:**

* Analyzed and designed the Secure Message function in 'My VAC' Account by creating a user-oriented dropdown. This enabled Veterans to differentiate messages from secure messages. The new design helped Veterans decide where to send secure messages as well as improve VAC's internal process and data analysis.
* Turned concepts and business requirements into user flows, wireframes, mockups, and prototypes.
* Analyzed usability feedback and presented the findings in comprehensive PowerPoint presentations to the team and stakeholders.
* Collaborated with the project manager and the business analyst to design the backend message recipient process, effectively communicated updates with the Cross-Departmental Collaboration team and stakeholders.
* · Created and implemented measurable goals as well as continuously monitored related data that would aid in determining the success of the new design against chosen KPIs.
* Kept written documentation of the Adobe XD prototypes as well as HTML versions in order to efficiently produce overviews of the work already done to reduce ramp-up time and onboarding costs when new members joined the team.
* Organized and set up usability tests via WebEx and in-person in line with the internal protocol.
* Wrote test plans prior to testing to consult the team members on what the goals were for usability testing.
* Analyzed, documented, and presented usability test results. The results were presented in a Microsoft Word report or in a PowerPoint presentation.

**Wait Times Project:**

* Conceptualized and redesigned the Wait Time Tool: created a user-friendly, accessible, guided dropdown window to enable better and more efficient manipulation of VAC programs and benefits, promoting a logical display of results and alignment with the Veterans Affairs Canada website.
* Created multiple **user personas** and service design diagrams to identify, understand, and resolve complexities and challenges unique to the tool and its user base.
* Implemented extended research methodology in an effort to understand the history, opportunities, challenges, and the goals of the tool.
* Turned abstract concepts and business requirements **into user flows, wireframes, mockups,** and prototypes.
* Collaborated with other members of the UX team to produce **an HTML prototype version** of the tool that could be leveraged as a communication aid.
* Analysed usability feedback and presented it to the team and stakeholders.
* Collaborated with team members continuously and frequently in order to provide the communication levels necessary to achieve a successful delivery.
* Owned strategic design implementation and user-experience decisions related to existing systems, new capabilities, and features.
* Conducted user research on all new features prior to and during product development.
* Ensured that Veterans had an optimal user experience.

**Online Services Analytics Dashboard Project**

* **Led the discovery phase leveraging existing service design processes**, interview methodology (value, philosophy, goals), representative users, iterative design and a continuously integrated testing framework. Resulting in a broad list of features and data sets eligible for display in the dashboard.
* Created **user personas** based on the survey results.
* Visualized the information architecture and dashboard structure using Adobe XD.
* Drafted **multiple mockups and prototypes in Adobe XD** in order to display the user flow.
* Articulated usability testing information using user empathy knowledge of the platform’s functionalities with internal staff to improve the user experience.
* Suggested accessible, user-friendly options that would be available and doable given the limitations of Cognos.
* Organized the creation of the user guide and planned the “lunch and learn” in order to increase awareness and train the internal staff.
* Participated in brainstorming sessions that led to creative ideas designed to satisfy user needs and business objectives.
* Ensured that employees have an optimal user experience on all products, platforms and systems by continuously monitoring and updating the functionality of the tool.

**MyVAC Account Design System**

* Lead the creation of the MyVAC Account design system based on the Google Design System
* Created common components
* Set up design guidelines and explanations
* Coordinating with designers to ensure best practices

**Multidisciplinary Designer Oct 2015 – Present (5 years)**

**Multidisciplinary Designer - Cotici Designs- Charlottetown, PEI**

**Collaborated with brands such as Etsy, Bachelor Canada, Autodesk, Intelligent Waves, Hypori, and Agreement Express as a consultant and Go-To designer for branding and marketing assets.**

* **Designed innovative, engaging, responsive designs** and interfaces to increase brand awareness, improve sales, or assist with a specific campaign.
* Presented mockups, wireframes, and design solutions to clients, as well as guiding them through the motivation behind the designs.
* Collaborated with front-end engineers on interactive elements and production-ready prototypes.
* Provided responsive designs to ensure compatibility with multi-device environments.
* Worked with many developing organizations in the tech sector and helped them create a brand manual consistent image and voice.
* Built partnerships with the clients and the leadership team to develop campaigns, concept models, and products.
* Ideated and delivered digital and print designs based on consumer insights.
* Communicated directly with clients on creative strategy, project scope. Ideated and created design illustrations along with infographics, reports, and presentation materials.
* Created essential assets, brand manual, templates (PPT, Word, Social media), sales brochures, and graphics to support social media campaigns.
* Communicated with allied business partners to solicit feedback on service delivery quality.
* Translated iterative feedback cycles into actionable improvement plans to reduce defects, improve confidence, and bridge requirement gaps.
* Managed multiple priorities in a high-pressure environment. Used Trello, Asana and Toggle for organizing and client communication. Used Dropbox and Sharepoint for sharing designs.

**Graphic Design Consultant Jan 2018-– Mar 2018 (3 months)**

**Veteran Affairs Canada / Anciens Combattants Canada – Communication Department Charlottetown, PEI**

Seized an opportunity to collaborate with Amanda Brazeau, Advisor, Office of the Assistant Deputy Minister, Strategic Oversight and Communications to ensure the “Salute” magazine design met all governmental standards and media expectations.

* Gained recognition for effective strategy implementation and layout design, guiding the team through numerous compliance iterations, as well as launching initiatives to drive organizational change.
* Collaborated with the editorial team to ensure the new magazine design met all governmental standards and media expectations. Promoted best practices and internal standards for web graphic design products.
* Effectively communicated with the internal design team and social media departments to make sure brand consistency remained a priority.
* Designed Infographics, info bytes graphics for social media, and other related web design assets creating awareness for the magazine.
* Communicated information, data analysis, and strategic updates to the project manager, on the development and timeline for delivery.
* Advised and mentored the design team on PowerPoint Templates and created accessible PDF files.
* Participated in brainstorming sessions and introduced innovative and efficient methods that led to delivering the magazine in a timely manner.

**Infographic and Data Visualization Consultant**

**Dec 2016- Mar 2017 (3 months)**

**Veteran Affairs Canada / Anciens Combattants Canada, Communications Department Charlottetown, PEI**

Hired to analyze and support a multidisciplinary design team with the design of high visibility infographics and info bytes.

* Analyzed correlated programs and policies, discovered an innovative approach to the visual campaign layout.
* Developed, implemented, and evaluated innovative design strategies completing an impactful visual campaign on a budget.
* Analyzed data and transformed it into easy to understand and digest bits of information.
* Demonstrated illustrative skills with rough sketches for creative campaigns where it was required to work on layouts and artwork. Worked with a wide range of channels including Offline, Online Digital and affiliate contributions and design artwork.
* Provided info and updates on the planning and development of graphic design products.
* Created templates for PowerPoint presentations enabling a consistent brand image for Veterans Affairs.
* Used Adobe Creative Suite C5 6 (Adobe Photoshop, Illustrator, InDesign) for the Budget 2017 Veteran’s Affairs Canada campaign.

**Ad Designer- TC Media (The Guardian- Charlottetown)**

**Mar 2015- Oct 2015 (8 months)**

Created web-based digital and print ads using Adobe InDesign.

**Digital Designer- WeBuzz**

**Nov 2012- June 2013 (8 months)**

* Created digital designs.
* Created the UI for Facebook applications.
* Wrote the social media news articles for the WeBuzz Blog.
* Brought new and creative ideas for social media strategies.
* Created the visuals for clients like Dr. Oetker, Samsung Mobilers and Muller Romania.

**Online Manager- Superpantofi.ro**

**Apr 2012- Nov 2012 (8 months)**

* Tested, managed and updated the website.
* Updated the website with new products and banners.
* Took product photography of the products sold on the website.
* Created banners and other promotional tools.
* Created social media campaignsWrote fashion articles for the blog.
* Tracked and analyzed website data.
* Dealt with contracts.
* Moderated and creating content for Facebook, Twitter and Pinterest.
* Took photos of shoes, edited, and prepared them for being posted on the site.
* Handled and resolved customers requests or complaints.
* Created brand and design elements. Elaborated strategies for improving public image.

**Volunteer work**

**Pride PEI**

* I developed a visual strategy for the 25th anniversary of Pride in PEI that helped raise funds and created awareness.

### **Graphic Designer for International Women's Day**

#### **Advisory Council on the Status of Women (recommendation included)**

* Designed posters and ads for the Buzz.

#### **Asociatia Viitor Plus**

* Planted trees in Romania.

**Education**

Master’s Degree – Public Relations, Advertising, and Applied Communications – Hyperion University (Bucharest, Romania)

Bachelor's Degree: Bachelor of Science in Communication- Journalism- Hyperion University (Bucharest, Romania)

# Currently taking the Google UX Design Professional Course.

Course work completed on Lynda.com (Linkedin Premium)

1. Design Thinking: Implementing the Process, Chris Nodder- Completed 5/28/2019
2. UX Design: 5 Creating Scenarios and Storyboards, Chris Nodder- Completed 10/30/2018
3. Design Thinking: Understanding the Process, Chris Nodder- Completed 5/28/2019
4. UX Design: 1 Overview, Chris Nodder, Completed 0/23/2018
5. UX Design: 7 Implementation Planning, Chris Nodder- Completed 1/9/2019
6. Understanding Information Architecture, Chris Nodder- Completed 7/3/2019
7. Continuous Delivery with GitLab, Josh Samuelson-Completed 6/3/2019
8. UX Design: 2 Analyzing User Data, Chris Nodder- Completed 10/25/2018
9. DevOps Foundations: Lean and Agile, Ernest Mueller and Karthik Gaekwad- Completed 5/27/2019
10. UX Design: 6 Paper Prototyping, Chris Nodder- Completed 10/30/2018
11. UX Design: 3 Creating Personas, Chris Nodder- Completed 10/25/2018
12. UX Foundations: Multidevice Design, Diane Cronenwett- Completed 10/25/2018
13. Codecademy- Learn How to Code- In progress

**References (Please see letters of reference attached)**

**Amy Meunier-** Former Director of Communication at Veterans Affairs, PEI

[Amy.Meunier@canada.ca](mailto:Amy.Meunier@canada.ca)

1 (902) 629 9286

**Sima Pendharkar-** Founder/CEO ValeetHealthcare

[pendharkars0@gmail.com](mailto:pendharkars0@gmail.com),

1 (919) 360 2987

**John Kimmel-** Pride Pei

[john.kimmel@pridepei.ca](mailto:john.kimmel@pridepei.ca)

**Letter of Recommendation #1**

**Sima Pendharkar**, MD, MPH, FCP

pendharkars0@gmail.com.

1 (919) 360 2987

Division Chief of Hospital Medicine

Assistant Professor of Medicine, Icahn School of Medicine

February 12th 2020

Dear Selection Committee,

I am delighted to write the glowing letter of recommendation for Ms. Claudia Cotici. I am currently the Division Chief of Hospital Medicine at The Brooklyn Hospital Center where I oversee 10 physicians and 90 doctors in training. I have been in the field of healthcare for over 10 years and am committed to healthcare innovations and have my own health-tech startup company.

Claudia has been integral to helping me with the design aspects for all aspects of my work. Claudia and I worked together on projects for approximately four years and we established an effective and collaborative relationship. Claudia is valuable to my efforts with her in depth knowledge for any job that involves user interface, visuals design and data visualization.

Claudia helped me create a couple of Wordpress websites for my projects. She also supported my need for creating PowerPoint presentations for investors meetings and she helped me tell a story with engaging and interactive layouts and illustrations. I was impressed by Claudia’s ability to take my copy and transform the presentations in a professional presentation.

Some of the presentations displayed data that were beautifully designed by Claudia. She proved to have knowledge in data visualization and infographic design and that helped me present the data in an easy way to understand. She has an ability to take a concept and to visualize that in a way that makes it easy for people to understand an idea.

I was also impressed by her knowledge in creating a presentation website in Wordpress keeping in mind the targeted audience and user. I have worked on several websites with her and the results were excellent. She was able to easily create an experience that resulted in easy user navigation.

Claudia proved knowledge in a variety of programs and tools, such as PowerPoint, KeyNote, Illustrator, Photoshop and Wordpress. In addition to her skills and creativity, Claudia proved to be able to work fast and efficiently while managing multiple priorities with high pressure deadlines. Claudia’s “can do” attitude and her creativity assured me that everything is possible, even if the deadlines are short.

I highly recommend Claudia for your directorate and believe she will bring a lot of value and creative approaches to the table while keeping the user in mind.

If you have any questions, do not hesitate to contact me at 1 (919) 360 2987 or pendharkars0@gmail.com.

Sincerely,

Sima Pendharkar, MD, MPH, FCP

Division Chief of Hospital Medicine

Assistant Professor of Medicine, Icahn School of Medicine

**Letter of recommendation #2**

**John Mansell Kimmel**

Chair, Pride PEI

john.kimmel@pridepei.ca

Pride PEI

81 Prince Street

Charlottetown, PE C1A 4E3

board@pridepei.ca

February 22, 2020

To Whom It May Concern:

Dear Sir or Madam,

I’m writing in recommendation and support of Claudia Cotici in her pursuit of a role in a UX/UI Designer and Creative Designer position. I have known Claudia since 2016 and have had both the pleasure of working with her as the lead brand/identity designer for Pride PEI and our Pride 25 Festival as well as working alongside her at two Global Startup Weekend events.

In 2019, Claudia helmed the Pride PEI Communications Committee for ‘Pride 25’ alongside our Director of Communications to design, develop, deploy, and measure a comprehensive omnichannel campaign to celebrate Pride PEI’s landmark 25th anniversary year.

In my role as Chair of the entirely-volunteer-supported organization, I saw both the impact Claudia brought to ‘Pride 25’ with a concise, well-designed, and well-delivered identity that scaled from websites to lamp-posts to rack cards, and across social media and direct online marketing. Acting in an advisory role at an executive level, Claudia developed comprehensive, fluid, and expressive design that elevated the work traditionally done for organizations of our size. More importantly, Claudia addressed the Board’s new requirements for accessibility and compliance, including designing print material, signage, universal/mobile web content, and key brand elements with best practices in mind. Claudia, alongside our Director of Communications, Web Developer, and Online Buyer, demonstrated that non-profit teams can market and communicate as effectively as highly paid, well-tuned shops.

Speaking to attitude and approach to work, the preceding development and “live” production of 2019’s 12-day Pride 25 Festival was intensive and unprecedented. In both the months leading up to the Festival period, and “in the heat of the moment”, Claudia worked to lead our Communications Committee to deliver attractive, precise, and comprehensive updates, improvements, and new visual assets at a speed only a truly seasoned Production Manager can appreciate. The success of our Festival was dependent on responsive team members, consistently precise deliverables, and accuracy through-and-through. I believe we would not have shattered the previous records for attendance, support, fundraising, and participation in 2019 without the expertise of Claudia on our Communications Committee. Feedback, both during and after the Festival, was overwhelming – our iconic downtown lamppost banners, elegant Festival identity, and accessible mobile website were repeatedly praised – and Claudia set a high bar for future work from Pride PEI. We are excited to be working with her in 2020 as Head Designer for our organization’s brand identity and the theme and identity for our 2020 Festival.

Finally, as an entrepreneur myself and with an extensive background in web/online/app optimization and performance marketing specifically, I appreciate that Claudia approached her volunteer work with Pride PEI exactly as I would expect a highly paid subcontractor or even a driven ‘key hire’ to perform. In my experience, Claudia is forward-thinking, responsible, and dependable – traits I praise even higher than her remarkable talent and élan.

I would recommend Claudia for any appropriate role and would be happy to discuss further.

Sincerely,

John Mansell Kimmel

Chair, Pride PEI

john.kimmel@pridepei.ca

**Letter of recommendation #3**

**Amy Meunier**

Former Director of Communication at Veterans Affairs, PEI

[Amy.Meunier@canada.ca](mailto:Amy.Meunier@canada.ca)

1 (902) 629 9286

To whom it may concern,

Claudia Cotici worked for me, the Director of Digital and Strategic Communication, for approximately six months in 2017. It is with pleasure that I recommend Claudia for any graphic design challenge you want to overcome or if you are looking to modernize your graphic design approach.

I was immensely pleased with Claudia’s level of talent, her diligent efforts and her willingness to work on any project. Considering the fact that she was not familiar with our internal processes, or Government of Canada communication policies, she didn’t miss a step in terms of productivity.

She worked on one of our biggest campaigns over the last number of years. She employed modern concepts which really refined our thinking and how we approached our campaign. Through her designs, we were able to communicate complex policy and program changes using very few words. Claudia took direction well and executed the work in a timely manner. She regularly offered effective, sound artistic advice and suggestions. Most importantly for me, after long days involving multiple changes in text, layouts, stories and artwork, Claudia remained poised and professional, and never buckled or expressed frustration.

The campaign was a major success that was noticed by colleagues in the communications field as well as senior leaders from the Privy Council Office and the Prime Minister’s Office. Significantly, our target audience liked our campaign so much that they began printing her creations and posting them around their work environment -- a clear sign our goal of communicating information was well received.

When Claudia wasn’t working on the main campaign, she developed illustrations, posters and displays for a number of our internal clients. Claudia is proficient in all of the latest versions of the most cutting edge design software and is always eager to share her knowledge with colleagues. Our internal clients have been impressed with her range of knowledge, her ability to meet tight deadlines and the excellent quality of her work.

Along with her creative abilities and technical skills, she has a talent for designing presentation templates and other business tools that will allow us to use much more visually creative methods of communicating. I was very impressed with Claudia’s vivacious personality and boundless energy, and I was even more impressed with the high-quality graphic designs she was able to produce.

I hope you will consider Claudia for a position within your organization. I believe she will be exactly what you need if your goal is to create exciting and eye-catching graphic designs. I would not hesitate for a moment to hire Claudia again for future campaigns.

Please do not hesitate to contact me (902) 629-9286 or amy.meunier@canada.ca, should you wish to hear more about Claudia’s work with Veterans Affairs Canada.

Sincerely,

Amy Meunier

**Letter of recommendation #4**

**Michelle Jay, Program Coordinator**  PEI Advisory Council on the Status of Women

902-368-4510 / [michelle@peistatusofwomen.ca](mailto:michelle@peistatusofwomen.ca)

To Whom It May Concern,

This is a letter of reference for Claudia Cotici Wright.

Claudia has been volunteering with the PEI Advisory Council on the Status of Women, helping to organize 2014 and 2017 International Women’s Day (IWD) activities. She is a member of the IWD committee that plans and hosts a variety of events. Her specialty has been contributing her web design and social media expertise.

Without reservation, I can say that she has been a wonderful addition to our committee. She is very creative, capable, and personable. Her maturity, enthusiasm, and industriousness are impressive. She has diligently and efficiently applied herself to any responsibilities assigned to her, whether designing posters and web content, public education, or general event tasks. As Program Coordinator for the Advisory Council, I have been very impressed with creative energy, her ability to express herself well, and her eagerness to contribute.

I feel confident in recommending Claudia for a wide variety of positions, and believe that she will deliver quality design and personal skills that will be a positive addition to any workplace.

If you have questions or would like to discuss Claudia’s application further, please contact me.

Sincerely,

Michelle Jay