

# Gebra Bethany

UX Designer II Graphic Designer II Web Designer

Creative and user-focused UX/Web Designer with 4+ years of experience delivering intuitive and engaging digital experiences. Proven ability to translate client needs into compelling graphic elements, manage projects, and collaborate effectively within multidisciplinary teams. Skilled in adapting existing illustrations, conducting usability testing, and ensuring client satisfaction. Seeking to leverage my skills and experience to contribute to a dynamic and innovative organization.



## Contact Me

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## Core Skills

Figma



Adobe XD/Illustrator



In Design



Project Management



Affinity Designer- Graphic Design



VS/HTML/CSS/JavaScript



## Education

2019  
General Arts and Design  
Columbia-Coquitlam College - Vancouver BC, CA

2011  
General Arts  
Showers International High School

## Certifications

UX Design  
Google Coursera

Graphic Design  
Udemy

Meta Front-End Development  
Google Coursera

## Work experience

2020 - present

### UX/Web Designer

#### Freelance

Led the design and development of user-focused web and mobile applications to enhance usability and engagement. Specialized in creating visually appealing and functional designs tailored to client needs.

- Conducted thorough consultations with clients to understand their communication needs and establish the overall look, graphic elements, and content of materials.
- Collaborated with clients to define project objectives and ensure design solutions aligned with their vision.
- Developed original graphic elements and layouts to meet client objectives, adhering to established brand guidelines.

2019-2020

### UX Apprentice

#### Brassmarine Propulsion x Bombadier

Supported cross-functional teams in creating innovative designs for web and mobile platforms. Delivered research-backed prototypes that streamlined workflows and improved user satisfaction.

- Designed user-centred solutions that increased engagement and conversion rates across multiple projects.
- Conducted usability testing and iterative design improvements based on user feedback and analytics.
- Prepared detailed sketches and layouts for client review and approval.
- Adapted and modified existing illustrations to meet specific project requirements.

2024- Present

### Creative Director

#### St Mary's Cathedral

Designed and organized creative projects for Catholic Church programs and special groups. Focused on card designs, event materials, and cohesive branding for various initiatives.

- Estimated project timelines and managed workflow to ensure timely delivery of design projects.
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## References

Available Upon Request