Allegra Scrugham

UX, UI & Digital Designer

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About

Diverse with UX, UI and Digital Design, and always strives to organize more efficient designs and focus on user-centered experiences.

Having different experiences working as a 'jack-of-all-trades' Designer and Front-End Developer in the Advertising and Marketing, Gaming, Tech and E-commerce industries, and currently looking to grow my skills more towards Experience Design.

Core Strengths

- Completes tasks with minimal supervision.
- Keen, hands-on learner through experience.
- Strives for continuous improvement.
- Positive, professional and courteous.
- Organized and minimalist.
- Content strategist.
- Documentation wizard.

Tools & Software

Photoshop	Figma
Illustrator	HTML, CSS & JavaScript
InDesign	WordPress
Premiere Pro	AMPscript
After Effects	Litmus & SalesForce

Skills

User Experience	Interaction Design
User Interface	Digital Design
User Research	Front-End Development
Usability Testing	Print Production
Wireframing	Responsive Design
Prototyping	Quality Assurance

Education

Animation Fundamentals Citation (Summer Program)

Capilano University | July 2015 to Aug 2015

Interactive Design (Diploma Program)

Capilano University | Sept 2011 to Apr 2013

Work Experience

Digital Designer

Best Buy Canada | June 2021 - current

- Daily work with onsite and offsite ads, vendor launches, and website promotional assets and newsletters.
- Design operations, strategy and knowledge transfer.
- Maintain and improve process and spec documentation, easy to read for designers to follow.
- Part of rebranding Best Buy Ads Canada, and new FY26 event and evergreen style guide to match with the US, while working on continuous design and business growth, both internal and externally.

Email Campaign Developer

Best Buy Canada | Sept 2020 - June 2021

- Design, build and develop, QA and deploy email communications for CHQ for all of Canada.
- Scheduled both requested and urgent customer letters in both English and Canadian French.
- Checked and designed for accessibility, light/dark mode, and support code for different browsers.

  Tools used: Litmus, Salesforce, AMPscript, HTML, CSS and Photoshop.

Graphic Design Consultant

Attract Action Marketing | Nov 2019 - Sept 2020

- Assisted with development for print and marketing.
- Designed and deployed contracted onsite ads.

UX/UI Designer (Contract)

Stockwatch.com | Apr 2019 - Nov 2019

- Improved and provided UX and UI mockups and directions for the mobile app.
- Designed for iPhone, Android and mobile web interfaces and platforms.

Junior UX/UI Designer

Playgon Interactive | Oct 2017 - Apr 2019

- Designed to improve the interface and user experience for online players and Live Casino dealers with new and existing features.
- Part of a team to create a design system for all UI design and style guides.
- Created an email and in-game promotional designs.
- Assisted with User and QA testing.
- Prepared assets for Development and Management.