

Allegra Scrugham

UX, UI & Digital Designer

ascrugham@gmail.com

604-782-8581

allegrascrugham.com

linkedin/allegra-scrugham

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 UX and UI 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.
- Documentation wizard ★

Tools & Software

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

Skills

User Experience	Interaction Design
User Interface	Digital Design
User Research	Front-End Development
Usability Testing	Print Production
Wireframing	Web & Mobile 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, newsletters, vendor launches, and website promotional assets.
- 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 to match with the US, and 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.