Masha Shavrina

Work Experience

UX/UI Designer, WBE Canada
SEPT 2024 - PRESENT

- Led the UX strategy for an e-learning initiative in partnership with RBC, designing a secure, user-friendly bridge between the bank's site and WBE Canada's platform. Implemented deep-linking, automated messaging, and multiple touchpoints to enhance onboarding and engagement. Navigated legal, branding, and stakeholder alignment, establishing a scalable model for future corporate collaborations.

- Built WBE Canada's first user research framework, combining interviews and surveys to guide platform enhancements. Achieved 2x the usual survey response rate, improving decision-making with stronger user input.

- Led end-to-end redesign of WBE Canada's National Conference website, from UX writing and layout strategy to no-code implementation. Eliminated the need for developer resources, reducing project costs and accelerating the launch timeline.

Digital Media Specialist, WBE Canada
JUL 2023 - AUG 2024

- Led end-to-end digital experience for WBE Canada's National Conference, ensuring a seamless journey from online invitations and landing pages to in-person touchpoints. Designed cohesive visual and content flows to support user engagement, resulting in over 400 attendees.

- Accelerated graphic design workflows by integrating customized templates and a design system, resulting in a 20% reduction in project turnaround time.

- Applied UX writing and content design principles to simplify complex partner materials, streamlining information architecture and improving clarity and engagement with key communications.

Designer, Freelance
JUN 2022 - SEPT 2024

- Redesigned and simplified web pages for a physiotherapy clinic, fixing broken templates and links to improve usability and navigation.

- Led end-to-end design for a car detailing shop - from wireframes to final specs - collaborating with a developer to ensure a smooth launch.

- Produced branded video content for a youth conference with 3,000+ attendees, enhancing the overall visual experience and event cohesion.

Digital Media Designer & Producer | Media Operator | Media Intern, COTQ
MAY 2021 - JUN 2023

- Designed and launched a user-friendly website using a no-code platform, reducing user complaints by 30% and increasing Google-driven traffic by 28%.

- Created multi-channel marketing materials - from social media assets to large-scale billboards - contributing to 10,000+ event attendees.

- Supported weekly media production for live audiences of 4,000+, optimizing livestream flow, automating transitions, and ensuring high production consistency.

- Contributed creative concepts, researched design trends, and provided end-to-end support on digital, print, and broadcast projects.

Contact

mashavrina.ca

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(416) 836 - 3747

Skills

- User Interviews
- Interview Planning and Participant Coordination
- User Journey Mapping
- Wireframing
- UI Design
- Web Design
- Print Design

Tools

- Figma
- FigJam
- Webflow
- Wix
- Wordpress
- ActiveCampaign
- Canva
- Final Cut Pro
- Illustrator
- InDesign
- Premier Pro

Education

Digital Enterprise Management (HBA), University of Toronto
2018 - 2022