

# CHIEDZA KASEKE

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Toronto, Canada

## UI/UX Designer, Visual Designer and Marketer

I enjoy exploring avenues in which design can bring about new ways for users to engage while staying thoughtful of the principle functional approaches. From digital designs to branding, I am continuously refining my skills by learning from the people around me. I have built over five years of experience in the design field by working with start-ups to large organizations and freelance projects.

## EDUCATION

Aug 2024 - Aug 2025

### Toronto Metropolitan University

MDM Masters Digital Media

Aug 2019 - May 2023

### Parsons School of Design

BFA Fashion Design

Minor: Business

## SKILLS

- UI/UX Design
- Responsive Web Design
- Wireframing
- Prototyping
- Brand Design
- Digital Marketing
- Content Creation

## SOFTWARE

**UI/UX:** Figma, Webflow, Shopify, HTML/CSS

**Adobe Suite:** InDesign, Premier Pro, Illustrator, Photoshop, Lightroom

**Social Media:** Meta Suite, Instagram, Tiktok, Facebook, CapCut, Canva,

Keynote, Microsoft Office, Notion, Google Suite, Asana

## ACHIEVEMENTS

- Deans List (2019-2023)
- Teen Vogue Generation Next (2022)
- Honors (2023)
- Department Honors (2023)
- MDM Luminance Thesis Showcase Fundraising and Sponsorship Coordinator

## EXPERIENCE

Jan 2025 - Aug 2025

### Little Canada x Digital Media Masters Program

*UI/UX Designer, Product Designer and Programmer*

- Designed a digital product for their exit experience in their exhibition space.
- Created and designed the digital product, prototyping interfaces, user flows, and overall user experiences for the product on Figma.
- Implemented user testing sessions and demos to gain feedback from the public and the stakeholders to improve prototyping.
- Developed the product on Webflow while using HTML/CSS and other tools such as Zapier and a Google Api.

July 2025 - Present

### WeTravel

*UI/UX Designer and Web Developer*

- Responsible for designing and prototyping interfaces, user flows, and overall user experiences for their website on Figma.
- Developing the backend of the website on Webflow with the use of HTML/CSS and the Figma prototype that reflects the stakeholders expectations and ease of user usability.

Jan 2025 - Present

### The Kosh Box

*Visual Designer, UI/UX Designer and Marketer*

- Responsible for redesigning their current website and prototyping interfaces, user flows, to improve the user experience on Figma.
- Designed visual assets such as logos, colors, fonts, packaging, business cards and flyer's through Illustrator, InDesign and 3D Mock-ups that reflected the brands message.
- Created an authenticity based marketing strategy and social media posts, paid advertisements and managed social media platforms such as Meta, Instagram and Facebook which resulted in increased following, sales and engagement.

Oct 2024 - Jul 2025

### Canadian Kosher Adventures

*UI/UX Designer and Visual Designer*

- Responsible for redesigning their previous website, prototyping interfaces, user flows, and overall user experiences for their website on Figma.
- Designed cohesive marketing materials such as business cards, flyer's and posters on Illustrator and InDesign that would be used for their in person events.
- Created brand guidelines and visual assets for their website that reflected the brands message.