

# RONALD ATUTUBO

Calgary, AB | Email: [ronaldatutubo@gmail.com](mailto:ronaldatutubo@gmail.com) | (587) 429-3352 | [LinkedIn](#) | [Portfolio](#)

Creative and user-focused Product & UX Designer with 3+ years of design and entrepreneurial experience, passionate about solving real-world problems with thoughtful, data-driven design by crafting intuitive digital experiences, engaging brand identities, and strategic design systems.

## SKILLS

- UX/UI Design – Wireframing | Prototyping | User Research | Interaction Design | Design Systems
- Graphic Design – Merchandise | Print Material | Branding & Marketing
- Design Toolkit – Figma, Adobe Creative Suite (Ps, Aim Id, Ae)
- Front End Tools – HTML, CSS, JS, Git, Visual Studio Code
- Platforms – Webflow, Wix, Squarespace

## PROFESSIONAL EXPERIENCE

### **Milk Run** | Brand & Digital Designer, Assistant Manager

Calgary, AB | July 2022 – Present

Led website redesign, improving accessibility, navigation, and bounce rate. Designed UI assets, marketing collateral, tech packages and merch graphics for manufacturer handoff. Drove 30% growth in digital engagement through targeted design and marketing.

### **Birdesc** | Digital Consultant

Calgary, AB | August 2023 – Present

Led digital strategy and design for a startup backpack brand, overseeing UX, branding, and marketing research and strategy. Enhanced web/mobile usability and visual identity, improving conversions and customer satisfaction. Launched campaigns that increased brand awareness and engagement.

## PROJECTS & RELEVANT WORK

### **ReClo** (European Innovation Academy, Porto 2024) | Chief Design Officer

July 2024 – August 2024

Co-founded ReClo, a sustainability-focused startup, and led UX strategy from concept to MVP. Designed a digital platform to combat fast fashion's impact, conducting user interviews, A/B testing, and market research to refine the product. Collaborated with marketing and product teams to develop cohesive branding, digital campaigns, and strategies that boosted engagement and customer retention.

### **Calgary Flames Sports Bank** | Marketing Strategist & Designer

February 2025 – June 2025

Worked directly with the internal marketing team to understand funding pain points, applying user-centered thinking and developed a comprehensive marketing strategy to address declining donor engagement and fundraising challenges. Designed assets for seasonal campaigns, equipment drives, and social media initiatives.

## EDUCATION

Interactive Design Diploma, User Experience Major | Southern Alberta Institute of Technology (SAIT)

Graduation – April 2025

Relevant Coursework: Marketing Strategy, User Research & Analytics, Brand Development, Digital Campaigns, Project Management, Interaction Design, Graphical Communications, Web Communications.