

RONALD ATUTUBO

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

Creative and user-focused Product & UX Designer with 4+ 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 Design Lead

Calgary, AB | September 2023 – Present

Leads the brand's visual direction across digital and physical touchpoints, oversees website design, marketing campaigns, and product graphics while ensuring consistency across all brand experiences. Collaborates closely with leadership and owners to align design with business strategy, driving engagement and refining the overall customer journey.

Birdesc | Digital Marketing Specialist

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.

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.