

# SERENA DALLA PASQUA

## JUNIOR UX DESIGNER

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🌐 www.serenadp.com

## WORK EXPERIENCE

### Food Production and Sales Associate

SEPT 2023 - PRESENT

NuttyHero

- Help create social media content
- Engaging with customers to drive sales
- Ensuring quality product and brand consistency

### Event Server

DEC 2021 - SEPT 2024

Ancaster Old Mill - Pearle Hospitality

- Collaborated with team members to execute events
- Applied strong attention to detail to ensure a positive user experience
- Thrived in a fast-paced, high-demand environment

### Cashier

SEPT 2020 - MAY 2022

Winners - TJX

- Delivered exceptional customer service
- Provided guidance on products and departments to assist customers
- Maintained an organized checkout area

### Library Page

JAN 2019 - NOV 2021

Hamilton Public Library

- Shelved library materials with attention to accuracy
- Assisted patrons by answering questions and guiding them to resources
- Managed multiple tasks efficiently to support daily operations

## EDUCATION

### WILFRID LAURIER UNIVERSITY

2023 - 2027

Bachelor of Design,  
UX Design

## SKILLS

### TOOLS

- Adobe Creative Suite
- Figma
- HTML & CSS
- Microsoft Office
- Optimal Workshop

### DESIGN

- Design Thinking
- User Research and Analysis
- User Testing
- Wireframing
- Prototyping
- Information Architecture
- UX Writing

## CERTIFICATES

- TCPS 2: CORE-2022  
(Course on Research Ethics)
- Youth Leadership Program:  
Toastmasters International