

# SERENA DALLA PASQUA

✉ serenadp8989@gmail.com

☎ 289-880-5134

🌐 www.serenadp.com

## EDUCATION

### Bachelor of Design in User Experience Design

Sept 2023 - Apr 2027

Wilfrid Laurier University - Brantford, ON

## WORK EXPERIENCE

### Food Production and Sales Associate

Sept 2023 - Present

NuttyHero - Burlington, ON

- Designed engaging market displays and supported brand storytelling through social media content.
- Collaborated with the production team to maintain workflow efficiency and product quality.
- Applied problem-solving and communication skills in fast-paced customer environments.

### Event Server

Dec 2021 - Sept 2024

Ancaster Mill - Ancaster, ON

- Delivered exceptional hospitality during high-volume events, ensuring seamless guest experiences.
- Collaborated with cross-functional teams to meet client needs and uphold service standards.
- Thrived under pressure while maintaining professionalism and attention to detail.

## DESIGN PROJECTS

### Safe Streets Initiative

Jan 2025 – Apr 2025

UX Researcher & Designer - Client: Workforce Planning Board of Grand Erie

- Investigated perceptions of safety in downtown Brantford through field observation and data analysis.
- Interviewed criminology experts and local organizations to uncover perception gaps between safety and reality.
- Proposed research-based interventions—solar lighting, underground trash bins, green spaces, and event programming—to increase safety and foot traffic.
- Delivered a full design proposal with success metrics (+50% projected increase in foot traffic) and funding recommendations.

### Loyal Blues Fellowship Website

Sept 2024 - Dec 2024

Information Architect and Researcher

- Collaborated with teammates to improve the information architecture.
- Conducted card sorts and tree tests with 20+ students to validate pathways and fix navigation.
- Delivered a sitemap and wireframes that increased success rate by 57% during testing.

## EXTRACURRICULAR

### Treasurer

Sept 2025 - Present

User Experience Design Student Association - Brantford, ON

- Manage budgets, process reimbursements, and coordinate funding for student design events.
- Collaborate with executive members to support UX community initiatives and workshops.

## SKILLS

**Skills:** Design Thinking, Interaction Design, UX Research, UX Writing, Information Architecture, Graphic Design, Service Design.

**Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML, CSS, Optimal Workshop, Jira.