

Nancilyn Selvanayagam

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<http://nancilynselva.com/>

** Has immigration permission (VISA) to work in the U.K. from March 2024*

Skills

Content creation,, Art direction, Digital marketing, User-centered design, User research, Empathy mapping, Storyboarding, User journeys, Wireframing, Low to high fidelity design & prototyping, Usability testing, HTML/CSS, Teaching, Branding, Front end development, Figma, inVision, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects

Experience

The Hospital for Sick Children / Digital Design Lead

AUG 2020 - PRESENT - TORONTO, ON, CANADA | FULL-TIME

- Analyzed current web applications and tools to identify gaps where the UX can be improved with accessibility and data analytics in mind
- Conducted research and testing to understand user needs and develop digital solutions from strategy, prototyping to execution
- Enhanced the digital experience for patients, caregivers and clinicians to improve their quality of life and daily processes using design thinking methodology and Figma
- Contributed to the development of a design system for the organization that did not exist previously
- Designed health education content for patients, caregivers and clinicians that is empowers them to be partners in their own healthcare alongside partners like the Government of Canada

Humber College / Interactive Design Instructor

JAN 2023 - SEPT 2023 - TORONTO, ON, CANADA | PART-TIME

- Taught and mentored students on design thinking, research methodologies and creative tools, while creating a positive and inclusive learning environment
- Facilitated in-class activities, group discussions and design sprints to rapidly design and test prototypes with students using real life design problems
- Developed a 'designing for social good' UXD project for students that inspired them to make good design decisions with a cause

Freelance Design, Marketing & Photography

SEPT 2014 - PRESENT - MISSISSAUGA, ON, CANADA | SELF-EMPLOYED

- Created branding and digital design that allowed clients to grow sales and subscribers using typography, design standards and best practices
- Analyzed business' current branding and marketing strategy and developed an improved campaign strategy that aligns with the business goals and objectives
- Captured photos that honored small business and entrepreneur stories that elevated their digital presence and brand
- Coded web design experiences using front-end development for

entrepreneurs, NGOs and non-profit organizations that stood out and added value to their brand

- Worked with an array of clients in the start-up, small business, corporate, NGO & non-profit organization space in Canada and across the globe in, Germany, UK & India

Reggie's Rolls / Marketing Director & Co-owner

MAY 2018 - PRESENT - TORONTO, ON, CANADA | PART-TIME

- Developed a brand that represented the Tamil community and reached an array of following globally
- Conducted market research to understand the Canadian small business food industry and strategically position our marketing initiatives to grow the business
- Strategized a marketing plan that allowed the brand to grow exponentially on social media platforms which led to an 500% increase in orders, eventee attendance and customer retention
- Created content and art directed shoots for campaigns
- Managed analytics to track customer retention and grow newsletter subscription by 200%

City of Mississauga / Communications Coordinator

FEB 2018 - MAY 2018 - MISSISSAUGA, ON, CANADA | CONTRACT

- Designed an accessible digital tool for youth & elderly that is culturally relevant, inclusive & reflective of the community through user interviews, user journeys, prototyping & testing
- Facilitated conversations with community members, business partners and key stakeholders to understand user needs and create an impactful tool to help target market
- Trained and supported the marketing team and volunteers on how to implement the tool for appropriate channels and platforms

The LNK (formerly known as TakeMySari) / Junior Graphic & UI Designer

APR 2016 - FEB 2017 - TORONTO, ON, CANADA | PART-TIME

- Analyzed app for bugs and improvements and updated initial design to increase user functionality, resulting in a 10% increased usage rate in the South Asian demographic
- Developed user flows, wireframes and high-fidelity mock-ups using analytics from user usage for new and improved functionality
- Created engaging content in alignment with marketing and business goals that obtained new users and built brand presence on Instagram

Cummins&Partners Advertising / Junior Graphic & Web Designer

MAY 2015 - AUG 2015 - TORONTO, ON, CANADA | PART-TIME

- Designed engaging content for clients using best practices in typography, design standards and principles.
- Built responsive front-end websites for clients using WordPress, Squarespace, CMS, HTML and CSS, while following brand and accessibility standards
- Developed e-commerce and standard websites for businesses in industries such as real estate, food and drink and fitness

Youzus Marketing / Junior Graphic Designer & Account Manager
MAY 2014- MAY 2015 - TORONTO, ON, CANADA | PART-TIME

- Designed creative online and print ADs using design standards, principles and guidelines
- Wrote and edited compelling stories and copy for social media posts to increase purchases and brand awareness
- Analyzed social media stats to track and measure KPIS and created reports with suggestions on improvement on a monthly basis
- Wrote articles and assisted in layout design for Toronto's first social media magazine, The Youzus Report

Education & Certificates

Coursera / Google UX Design Certificate
2022 - ONLINE

University of Waterloo / Master of Digital Experience Innovation
2018 - 2019 - WATERLOO, ON, CANADA

Toronto Metropolitan University / B.Tech in Graphic Communications Management
2013 - 2018 - TORONTO, ON, CANADA

Seneca Polytechnic / Advanced Cert. in Digital Design & Web
2015 - 2018 - TORONTO, ON, CANADA

Awards & Organizations

30 under 30 Young Leader Recipient
2022 - THE TAMIL CANADIAN CENTRE FOR CIVIC ACTION

- Recognized for work and leadership in design and marketing in the Toronto Tamil community's small business and nonprofit space

Canadian Tamil Professionals Association / Board of Director
2021 - 2022 - TORONTO, ON, CANADA | VOLUNTEER

- Conducted market research and recruited members for focus groups to better understand and develop physical and digital solutions that will better support the organization's mission and values
- Provided guidance in creating personas, marketing strategy and recommendations based on research findings to drive engagement among subscribers, sponsors, media and community stakeholders
- Strategized and overlooked implementation of Communications and Marketing plan to board members, sponsors and advisory members
- Developed leadership skills in supporting a cross-functional team of volunteers in design, marketing and communication initiatives to meet key deliverables and objectives