

# ZACK RILEY-HUGHES

UX|UI DESIGNER, GRAPHIC DESIGNER,  
CREATIVE-CODER:

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## WORK HISTORY

**Finaldraft  
Editing, &  
Publishing  
Services**  
Dec 2015 -  
2018  
Sheridan

### — EDITOR

Edited, proofread, and crafted drafts to ensure precision and clarity. Managed the correction of grammar and sentence structure, maintaining a keen eye for detail. Evaluated content for accuracy, consistently upholding high-quality standards. Fostered direct communication with authors, clients, and team members, enhancing collaborative efforts. Facilitated ongoing dialogue with other editors, orchestrating seamless coordination across more than 12 deadline-driven, long-term projects.

**Freelance  
Graphic  
Designer,  
Illustrator**  
Feb 2016  
- Jul 2022  
Mead-

### — GRAPHIC DESIGNER

Proactively communicated with clients, adeptly addressing detailed requests and expanding on their conceptual foundations. This approach resulted in the delivery of cohesive products that precisely met individual needs, fostering satisfaction and loyalty among six repeat customers. Executed the creation of diverse design elements, including logos, character pieces, in-game illustrations (refer to portfolio), banners, flyers, book covers, and occasional PowerPoint presentation assets.

**Freelance  
Copywrit-  
er**  
Oct 2018-  
Feb 2020  
Mead-  
owvale

### — COPYWRITER

Drafted PowerPoint presentations, academic essays, & dissertations. Conducted content research, for academic white papers at the behest of clientele. Constructed academic annotated bibliographies, & regularly oversaw reference formatting (MLA, Chicago Manual, etc.) Projects were conducted under contracted periods, with tight deadlines. Often times involving direct, ongoing communication with clients, & periods of adjustment upon request

**General  
Nutrition  
Center**  
Jun 2017 -  
Aug 2020  
Erin Mills

### — SHOW FLOOR REP'

Proactively served as the company representative at prominent events such as Canfitpro and World Fitness Expo, following commendation from the regional manager. Consistently engaged with customers, offering expert advice rooted in comprehensive product knowledge. Delivered insightful perspectives on supplement utilization within a fitness-focused paradigm, tailored to individual customer needs. Demonstrated versatility by contributing to operations across three locations on an as-needed basis, achieving exceptional sales numbers.

## SUMMARY

Versatile graphic designer and freelance illustrator evolving into a proficient UX|UI developer. I view design as a dynamic conversation with an ever-evolving audience.

My mission is to distill intricate and abstract concepts into clear communication. I meticulously integrate writing and design practices to shape an ideal user journey, seamlessly guiding users through discovery to consideration and conversion. Fusing copywriting expertise with UX|UI principles, I draw upon a diverse skill set cultivated across various practices. This allows me to scrutinize aesthetic perception, behavioral motivation, and decision-making through a distinctive design-focused lens. The outcome is my ability to code, design, and deliver experiences that seamlessly convert browsers, providing users with friction-free interactions.

In the dynamic landscape of UX, UI, and web development, my approach is to craft experiences that not only meet user expectations but exceed them, turning every interaction into a compelling and memorable journey.

## SKILLS

HTML/CSS  
JavaScript  
Photoshop  
Illustrator  
InDesign  
Adobe XD  
Figma  
UX Research  
UI Research  
Copy Writing  
Typography  
Animation  
Blender

## EDUCATION

- **Course: Honours Bachelor of Interaction Design**  
Sheridan College Institute of Technology, & Advanced Learning 2024
- **The Complete Web Developer Certificate 2022**  
JavaScript, CSS/HTML
- **TCPS 2 Core: Panel On Research Ethics 2022**  
Certificate # 0000790811

## LANGUAGES

English, Patois, Mandarin\*

## SOCIAL MEDIA



LinkedIn



Behance

## EXTRACURRICULAR —

- Sheridan IXDA event team
- Sheridan IXDA Year End Award Show Host
- Creative Coder!