

# Deborah Soyelu-Aro

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## PROFILE

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UX Design student at Humber Polytechnic with hands-on experience across the full design process, from user research and information architecture through wireframing and prototyping. Comfortable taking a project from early concept through to a finished, presentation-ready deliverable, translating research findings into clear structure and iterating quickly based on feedback.

## SKILLS

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**Research & Strategy:** Competitor analysis, user research, journey mapping

**Design & Prototyping:** Information architecture, wireframing, prototyping, accessibility (WCAG), usability testing

**Tools:** Figma, Miro, Figma AI

**Collaboration:** Cross-functional communication, incorporating feedback, presenting design work

## EXPERIENCE

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**UX Design Intern (Field Experience)** | Mindshift Academy

*Jun 2026 - Present*

- Led site-wide IA restructuring, consolidating program offerings and simplifying navigation across the full website based on stakeholder direction
- Conducted competitor analysis and stakeholder research to inform a proposed information architecture, replacing the site's original flat structure
- Built a proto persona, journey map, and current-vs-proposed IA to communicate design decisions to the founding team
- Building visual designs directly in Hostinger's website builder across 11 site pages, translating Figma designs into a functional, presentation-ready site structure

**Graphic Designer** | Faithfingers Education

*Apr 2024 - Jun 2025*

- Designed graphics and short-form video content for the organization's social media pages, maintaining visual consistency across a high volume of weekly posts
- Supported customer inquiries and handled admin and scheduling tasks as a virtual assistant

## FEATURED PROJECT

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**Threshold — Newcomer Settlement Service System** | Humber Polytechnic Capstone

*2025 - 2026*

- Designed a multi-touchpoint service system supporting early-stage newcomer integration in Canada, spanning a pre-arrival brochure, airport kiosk, and mobile app
- Conducted primary research including surveys and interviews, synthesized findings on a FigJam research wall, and built the case for a distribution-first service strategy
- Built high-fidelity Figma prototypes for the kiosk and mobile app, including a QR-based handoff flow connecting the two touchpoints
- Developed the full visual identity and design system, then presented the research and design rationale to a class panel

## EDUCATION

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**Humber Polytechnic**

User Experience Design — Expected Graduation 2026