

# Gracelle Mesina

UI & UX design, creative strategy, writing

## Professional Summary

With eight years of *branding, graphic & web design* freelance experience, more than three years of accomplishing outstanding (and sometimes award-winning) *visual and interaction design strategy* for a few of Vancouver's biggest companies, and one year of doing *UX research* for a luxury travel client, Gracelle Mesina is a brilliant *multi-disciplinary designer* and ambitious *creative powerhouse* looking for her next challenge.

## Skill Set

- Design strategy
- UI design
- UX research
- Creative writing & content strategy
- Illustration
- Brand, logo & identity design
- Iconography
- HTML & CSS
- Motion design & SVG animation
- Video editing
- Public speaking
- Mentorship

## Employment

**Engine Digital** – *Interactive Designer*  
March 2015 to Present

- Conceptualized and designed the *Fast Company & RGD award-winning* storytelling hub for Vancouver Aquarium's *Ocean Wise (ocean.org)*
- Conducted intensive B2C research, applied UX strategy, and provided informed service design recommendations for **Rocky Mountaineer** to increase their NPS scores and improve the guest experience for their 2019/2020 travel season
- Boosted community impact & participation in the redesign of *The Great Canadian Shoreline Cleanup* site ([shorelinecleanup.ca](http://shorelinecleanup.ca))
- Designed and strategized for many distinguished clients to enhance their internal and/or customer-facing digital platforms, including: *BC Hydro, Coast Capital, Telus, BeyondTrust*

## Education

**Simon Fraser University (SFU)** – *Design BA*  
September 2009 to August 2014

- Alumna of the *School of Interactive Arts & Technology* (SIAT)
- Assistant Director, Interviewer & Researcher for SIAT's famous *ItaliaDesign field school (2014.sfruitaliadesign.com)*

## Volunteer Experience

**YWCA High School Mentorship Program**  
September 2017 to June 2018

- Mentored a grade 12 girl who is aspiring for a career in design; successfully helped her get into a post-secondary institution

## Leisurely Pursuits

Stand-up, travelling, cooking/eating, dancing like Beyoncé, yoga, snowboarding