Paige Hetherington

UX/UI Designer

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Summary of Experience

With experience in design, coding, and marketing, I am well-rounded in every stage of product development. I most recently worked as a User Interface Designer at SAP. Here, I work on a front-end development team which allows me to partake in conversations regarding code feasibility and accessibility. I recently moved to Australia from Vancouver, Canada, and I am eager for my next opportunity.

Skills

UX Research	UX Writing	UI Design	Experience Design
Wireframing	Accessibility	Sprints	
Figma	HTML	CSS	JavaScript
Visual Studio	After Effects	CapCut	InDesign
Illustrator	Google Analytics		

Professional Experience

User Interface Designer (iXp Intern), SAP
Jan 2023 - Feb 2024

In this role, I created the visual direction, website, and digital/print assets for the 2023 UI5con held in St. Leon-Rot, Germany. After the conference, I worked alongside the CX team where I designed various web components for Fundamental Library (one of SAP's open-sourced UI libraries).

Content Creator / Bartender, Cactus Club Cafe
Nov 2019 - Jan 2024

Alongside my other ventures, I worked at Cactus Club Cafe for 4 years. Here, I leveraged my social skills to build connections and anticipate needs of guests. This helped keep my design process human.

Marketing Coordinator (NPO), Community Futures North Fraser
May 2021 - Jan 2022

Working as a marketer at a non-profit organization allowed me to adopt a bootstrapping mindset. In this role, I designed/implemented new branding, coded the website, and managed all social media accounts. Using organic marketing, I increased Instagram following by 15.74% and Facebook average engagement by 30%.

Vice-President of Visual Communication, SMA
May 2019 - Mar 2020

The Student Marketing Association is a club at Simon Fraser University. In this role, I worked alongside the executive team while managing 8 media and design coordinators. Here, I would assign tasks and provide thoughtful feedback to each coordinator. Each semester, I ran a personal branding and resume workshops for approx. 30 students.

Education

Simon Fraser University
2017 - 2023

Bachelor of Business Administration, Joint Major in Business and Interactive Arts and Technology

Event Experience

GirlsSmart 4 Tech, SAP x UBC
Nov 2023

In this event, I led 2 groups of girls aged 11-12, through their first design workshop/app creation. This process included: initial brainstorming, mapping their user journey, sketching, creating a prototype (using printed components), and presenting their design decisions.

Brandstorm Branding Competition, SFU
Oct 2020

In this competition, I worked in a team of 3 to enhance the credibility and awareness of a local start-up through a new brand strategy, marketing campaign, and website redesign. In this project, my role consisted of graphic design, art direction, and campaign design.

Smackdown Case Competition (Organizing Member), SMA
Nov 2019

During my time with SMA, I provided mentorship to the design coordinator assigned to the Smackdown Case Competition. Here, we met weekly to establish deadlines, give critique, and connect the brand decisions to the business values of our title sponsor.

Marketing in Focus Panel (Organizing Member), SMA
Mar 2019

During my time with SMA, I provided mentorship to the design coordinator assigned to the Marketing in Focus Panel Event. Here, we met weekly to establish deadlines, give critique, and align design assets with the strategic goals of the competition.