

Chloe Feierabend

Digital UX Designer

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<https://chloefeierabend.github.io/github-portfolio/>

Summary

UX Designer + Digital Marketing expert with 2+ years of experience creating user focused and accessible digital experiences. Specializations include:

- Improving user journeys via website design/UX best practices with strong knowledge of accessibility standards (AODA/WCAG 2.0 Level AA).
- Proficient in WordPress, HTML, CSS, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, and Figma for creating brand-aligned graphics across print, digital, and social media.
- Proven results driving online traffic and sales through SEO, Digital marketing, web content management and design, leveraging Google Analytics, Google Search Console, and Google Ads to track performance, optimize content, and improve campaign results

Experience

Lead UX/UI Designer, Research Project in Partnership with Credit Union May 2025 – August 2025
Waterloo, ON

Delivered a launch-ready financial literacy web application serving international students by leading UX/UI design, front-end development, user testing, and accessibility compliance.

- Led UX/UI design in Figma while guiding two other team members through design workflows.
- Designed and developed responsive landing pages, navigation, user profiles, course browsing, and interactive learning modules using SvelteKit and TypeScript.
- Created 10-page interactive survey in SvelteKit and Typescript with progress tracking and four personalized character profile pages to enhance user engagement. Designed in Figma and implemented...
- Conducted user testing, translating participant feedback into improved designs and flow, resulting in a polished platform that influenced Credit Union's digital experience direction.

Case Study: <https://chloefeierabend.github.io/github-portfolio/caseStudy.html>

UX/UI Designer & Software Developer, May 2024 – May 2025
Centre for Virtual Reality and Innovation
Waterloo, ON

Designed accessible, modular, and responsive UI systems for VR and desktop learning simulations, contributing to improved learner engagement through interactive usability testing and consistent design system development.

- Built high-fidelity wireframes, prototypes, and design systems in Figma, improving clarity and consistency across all modules and applying UDL principles and AODA/WCAG 2.0 Level AA accessibility standards.

- Conducted iterative usability testing sessions and synthesized findings into actionable design updates, improving navigation and learner engagement.
- Created style guides and brand assets to maintain alignment across all platforms.
- Designed promotional graphics and event marketing materials using Adobe Illustrator for annual Indie Game Jam events (2024, 2025).

Digital Content Creator and Sales Associate, Hobby and Toy Central
Waterloo, ON

2019 – 2022

Drove measurable sales and contributed to increased online traffic and visibility through strategic content updates through SEO-optimized content creation.

- Wrote SEO-optimized blog posts and product content using keyword research and best practices.
- Used Google Analytics to identify high-performing content topics and track campaign performance, informing content strategy and improving engagement.

Co-Founder and Creative Director, The Rocky Dock
Honey Harbour, ON

2019 – 2020

Built brand identity and led creative direction for a startup, managing social media marketing and designing visual assets across print and digital channels.

Project Work

Portfolio Website - <https://chloefeierabend.github.io/github-portfolio/>

A responsive, accessible portfolio website using HTML, CSS and JavaScript with user-friendly navigation and interactive UI components.

Education

Information Technology Innovation and Design Program Co-op

2022 - 2026

Conestoga College, Waterloo, ON

Coursework: User Experience, System Analysis & Design, Software Quality and Usability, Java Web Technologies, Digital Marketing, Security for Software Design

Skills

Web & CMS: WordPress, HTML, CSS, JavaScript, Git/GitHub, responsive web design, UX best practices

Digital Marketing: SEO, Google Analytics, Google Search Console, Google Ads, social media platforms, email marketing, content strategy

Design: Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva, Figma, brand guidelines, photo editing

Accessibility: AODA/WCAG 2.0 Level AA compliance, accessibility testing (WAVE, AXE)

Tools & Collaboration: Microsoft Office 365, Jira, Confluence, SharePoint, Microsoft Teams