

CLAUDIA ZINGONE

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PROFESSIONAL SUMMARY

Innovative **Interactive Designer** with a Bachelor in Interaction Design and 3+ years of experience bridging the gap between brand storytelling and immersive digital experiences. Expert in owning the full design arc—from wireframe sketches to pixel-perfect, high-conversion landing pages. Proficient in **HTML, CSS, and Figma**, with a passion for utilizing motion, typography, and generative AI tools to drive engagement. A self-starter who thrives in fast-paced, entrepreneurial environments, dedicated to pushing the boundaries of content marketing.

TECHNICAL EXPERTISE

- **Design & Prototyping:** Figma (Expert), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Motion Graphics, Video Editing.
- **Interactive Development:** HTML5, CSS3 Expertise, Basic JavaScript, CMS Integration, Performance Tracking Setup.
- **Creative Strategy:** Visual Ideation, Mockups & Mood Boards, Pitch Support, UI/UX Strategy, Interactive Formats (Quizzes/Polls).
- **Emerging Tech:** Generative AI Design Tools, Immersive Interactives, Responsive Web Design, Digital Accessibility.

PROFESSIONAL EXPERIENCE

Interactive Designer & UX Lead

Nov 2021 – Feb 2022

Prism Cloud Inc.

Toronto, ON

- Led the full-cycle design of high-fidelity websites and applications, translating campaign strategies into visually expressive HTML and CSS.
- Collaborated with the Creative Lead to define conceptual directions that maximized visual impact and met business objectives.
- Developed custom digital assets post-sale, ensuring technical excellence while handling multiple high-priority projects simultaneously.
- Managed external collaborators and provided art direction to maintain brand standards across deliverables.

Lead Graphic Designer

Nov 2021 – Feb 2022

IMG Imports

Toronto, ON

- Directed visual storytelling and product marketing, creating high-conversion landing pages and interactive digital assets.
- Contributed to visual ideation for major client pitches, providing mood boards and mockups to showcase ambitious creative directions.
- Designed and posted engaging creative material across social media and off-platform distribution channels.

Marketing & Visual Strategist

Sept 2023 – Jan 2024

Snap Photo Studio

Mississauga, ON

- Developed promotional campaigns and content strategies that enhanced brand visibility and customer understanding.
- Utilized visual hierarchy and spatial design to communicate brand stories effectively to target audiences.

Regional Merchandising Coordinator

Apr 2018 – June 2018

Ripple Effect Marketing

GTA, ON

- Oversaw visual identity across 17 regional locations, ensuring aesthetic consistency and high standards of brand presentation.

- Analyzed performance data to optimize visual placements and improve consumer engagement metrics.

EDUCATION

Honours Bachelor of Interaction Design

Oakville, ON

Sheridan College

AWARDS & CONTINUOUS LEARNING

- **Generative AI in Design:** Actively testing and implementing AI-driven tools to propel design execution and efficiency.
- **Interactive Formats:** Proven ability to execute quizzes, polls, and immersive story formats to drive user interaction.