

DIANA MEJIA

Digital Experience Designer (UX/UI)

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ABOUT ME

I'm a designer with 7 years of experience creating clear, accessible, and user-centred digital experiences. I specialize in building consistent visual systems, structuring information, and improving usability across web and digital platforms, always balancing creativity with functionality.

I've worked across eCommerce, e-learning, and event design, collaborating with cross-functional teams to deliver experiences that are both visually strong and purposefully designed.

WORK EXPERIENCE

Graphic Designer | Humber Polytechnic · Toronto, ON | October 2023 - March 2026

- Redesigned Innovative Learning's website in Figma, improving accessibility and user experience across all touchpoints
- Developed a complete visual identity system for a multi-institution collaboration including logo, color palette, typography, icons, textures, and document templates
- Created 20+ digital assets for online courses following WCAG accessibility standards
- Designed all visual materials for the annual Humber Showcase event two consecutive years, including logo, posters, conference program, name tags, merchandise, and event website

Creative Director | On The Danforth Magazine · Toronto, ON | October 2022 - March 2023

- Led a creative team of 4 for the Spring 2023 issue: interviewed and selected team members, developed the creative concept, and created a visual reference system that aligned the team
- Designed the complete editorial layout of a 48-page print magazine distributed across the Danforth community in Toronto
- Developed the media kit and advertising materials for the publication

Web and Editorial Designer | Iconos Magazine · Los Angeles, USA | March 2019 - September 2025

- Designed and maintained the publication's website, researching trends to ensure up-to-date design
- Designed interior layouts for the printed magazine
- Photographed concerts for multiple bands

Junior Designer | Youngevity Latinoamérica · Guadalajara, México | January 2020 - July 2022

- Designed catalogs, advertisements, and internal communication materials
- Created social media graphics using 2D/3D animation, product photography, and illustration

Freelance Designer · Remote | *May 2020 - Present*

- Delivered design solutions for multiple clients across branding, social media, web design, video editing, photography, and animation
 - Managed client relationships and creative direction from brief to final delivery
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EDUCATION

Publishing — Book, Magazine & Electronic | Centennial College
Toronto, ON | September 2022 - June 2023

Graphic Design | Universidad Autónoma de Aguascalientes
Aguascalientes, México | January 2015 - June 2019

Design Exchange Program | Universidad Viña del Mar
Viña del Mar, Chile | February 2018 - July 2018

SKILLS AND TOOLS

Design Tools: Figma · Adobe Photoshop · Illustrator · InDesign · After Effects · Premiere · Blender

Focus Areas: UX/UI Design · Visual Systems · Accessibility (WCAG) · Editorial Design · Brand Identity

Languages: Spanish (Native) · English (Advanced) · French (Basic-Intermediate)