

Saniya Akniyazova

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UI/UX Designer | Interactive Media Designer

Creative Interactive Media Designer with 3 years of experience in digital marketing, social media design, and influencer marketing. Skilled in Adobe Creative Suite, HTML, CSS, JavaScript (GSAP), and Figma, I specialize in crafting user-focused, visually engaging designs. Passionate about innovation and staying ahead of digital trends, I am dedicated to continuous growth in the evolving design landscape.

Skills

- Adobe Creative Suite
- UI/UX Design
- HTML5 / CSS
- JavaScript (GSAP)
- Motion Graphics
- Figma
- Prototyping
- B2C Marketing
- Video Editing

Experience

Partners in Health Canada | Toronto, Canada Feb - Present
(internship - 200h)
UI/UX Designer and Graphic Designer Internship Associate

- Designed and produced marketing materials, including social media graphics, flyer reports, and digital ads.
- Created digital assets for newsletters, presentations, and event promotions.
- Ensured brand consistency by collaborating with the Communications team.

Barrett Centre of Innovation in Sustainable Urban Agriculture | Whitby, Canada May - Aug 2024
(contract)
Web & Graphic Design Assistant

- Improved and updated UI/UX features for the Salesforce CRM portal using HTML and CSS to ensure a smooth user experience.
- Designed and built new webpages for the main portal using Adobe Photoshop, Illustrator, and HTML/CSS.
- Created digital and print visuals with Adobe InDesign and Illustrator, keeping the brand's look consistent.

Benton Cosmetic | Seoul, South Korea Feb - Jul 2023
Global Social Media Specialist

- Designed and introduced the first branded beauty box, "Sunny Bennies," to boost brand awareness and connect with customers.
- Planned and executed social media strategies across various platforms.
- Managed content schedules, creating and organizing graphics, videos, and posts that matched the brand's style and goals.
- Came up with creative ideas and assisted on-site during product and model photoshoots.

StyleKorean (Siliconii) | Seoul, South Korea Sep 2019 - Jul 2022
Social Media and E-commerce Specialist

- Planned and carried out sales events, campaigns, and promotions to increase sales and make the brand more visible.
- Created marketing plans for new products, content, and distribution.
- Improved customer satisfaction by delivering excellent service and staying in regular communication.
- Used tools like Google Analytics to track results, improve keyword performance, and adjust strategies to achieve better sales and marketing outcomes.

Relevant projects

City of Oshawa - Teaching City | Oshawa, Canada

Capstone project

Team Leader - Ed Broadbent Waterfront Park AR Navigation App Project

- Leading a student team responsible for branding, UX/UI design, and AR content development for a mobile navigation app at Ed Broadbent Park. The app will provide visitors with park information, seamless navigation, and immersive AR experiences
- Overseeing project planning, creative direction, and development to deliver an engaging and user-friendly solution.

Education

Diploma in Interactive Media Design

Durham College, Oshawa, ON

College Honours Roll - 3 consecutive semesters

Grade: 4.8/5

Bachelor of Business Administration

Sejong University, Seoul, South Korea

Grade: 4.32/4.5 (*summa cum laude*)

References

Carey Yeoman - Partnership Manager

The Barrett Centre of Innovation in Sustainable Urban Agriculture

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