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EXPERIENCE

Digital Product Designer, Zamboni Company

2015 - Present

Web and Mobile App Project:

- **Worked directly with Brand Manager, Engineer, and Off-Site Development Team**
- Stakeholders: President, Vice President.
- Time from start of work to launch = Ongoing.
- Developed a rough sketch of a vision of what the app could be from Vice President's napkin sketches.
- Created rough wireframes in Adobe XD to explain the concept to the off-site development team.
- Created high-fidelity wireframes in Adobe XD to explain the concept to the C-Suite Executives.
- Ongoing meetings and collaboration through Basecamp and phone conferences with the off-site development team to keep the project moving forward.
- Research other app integrations for outbound email, cloud storage, videos.
- Tools used: Adobe XD, Illustrator, Photoshop, Dropbox, Vimeo, MailChimp, Mandrill, Basecamp

Product Pages Rebrand Project (ongoing):

- Rebranded product pages to refresh the main website to be more in line with the updated sales materials.
- Updates were also done to parts of the membership site in order to refresh the look.
- I modernized the look of an outdated WordPress template without breaking the site or making it appear out of place compared to the non-updated pages.
- Tools used: WordPress, Visual Composer, Site Builder, Basecamp

Trade Show Booth Design Project (multiple):

- **Worked directly with President, VP of Sales & Brand Management and Brand Manager**
- Collaborated with off-site Booth Build Team and created large-scale design assets for high-traffic, international industry trade shows.
- Pitched designs to stakeholders and received buy in.
- Collaborated with off-site Booth Build Team and delivered final graphics.
- Tools used: Adobe Illustrator, Photoshop, Blow Up, SketchUp, Basecamp, Dropbox.

Sales Materials Rebrand Project:

- **Worked directly with Brand Manager**
- Completely reviewed all sales materials in use - presentation folder, brochures and technical specifications sheets for each machine model and brochures for optional features.
- Created a prototype of new presentation folder design to demonstrate the Zamboni machine opening up the snow tank to reveal the contents inside to present to internal stakeholders for approval.
- Iterated the design across the entire product line. Sourced photography and information for the 16 products.
- Designed brochures suitable for use by North American and international distributors.
- Worked with printing company to digital proof and press proof files to go to print.
- **Time from start of work to launch = 6 months.**
- Tools used: InDesign, Illustrator, Photoshop, Acrobat Pro, Basecamp

Email Marketing Launch for Internal Authorized Distributors and Owners:

- **We taught distributors how to navigate the membership portal. Members who were hesitant to use the membership website to download critical materials learned that the website was a valuable resource and became active users.**
- Set up a MailChimp account and created a template that was inline with the look of the new brochures.
- I successfully sent out more than 20 campaigns within 12 months to machine owners and distributors.
- Analysis revealed that the email campaigns boosted sales for products that were advertised in them.
- Tools used: MailChimp, Photoshop, Basecamp

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- Tools used: WordPress, Visual Composer, Site Builder, Basecamp

Safety Label Translation Project:

- Re-engineered design files for a massive 50+ safety and operation labels project and executed them across 11 language translations.
- **Created 5 Master InDesign Files with Master Safety Label layout to be used across all 11 languages. Then I created a “One Ring to Rule Them All” Master of those Master design files that would allow me to update the pictograms across all the files all at one time.**
- Created a Automator program to rename exported EPS labels with correct country language code and label number with a few clicks.
- Used Basecamp to track translation and design file changes needed across all 11 languages.
- Tools used: InDesign, Illustrator, Acrobat Pro, Basecamp.

CORE COMPETENCIES

Design Software:

Adobe Creative Suite: Photoshop,
Illustrator, InDesign, XD, Spark, Bridge,
Acrobat
WordPress
MailChimp
Microsoft Word / Pages
Powerpoint / Keynote

Collaboration Tools:

Google Docs
Dropbox
Basecamp
Skype
YouTube

Business Tools:

IFTTT
Zapier
SquareUp (Invoicing)