

Patricia M. Datu

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SUMMARY

Results-driven Multimedia Designer with a strong foundation in digital content management, UI/UX design, multimedia production, and sales. Experienced in video publishing, metadata management, and content merchandising across various digital platforms. Skilled in optimizing workflows, maintaining high-quality standards, and collaborating with cross-functional teams. Proven success in brand development, client acquisition, and franchise sales across North America. Passionate about the intersection of technology, entertainment, marketing, and digital storytelling.

EDUCATION

Interactive Media Design

Durham College | Oshawa, ON | Graduated June 2025

Web Design, Prototyping, Infographics, Interactive Design and Animation, Photography, Video and Audio Production, Design Studio, Motion graphics

PROFESSIONAL EXPERIENCE

UI/UX Designer

SecondaryLink | May 2025 - Present | Toronto, ON | secondarylink.ca

- Served as the first Designer on the team, establishing consistent branding and design standards across all products.
- Led the full website revamp (25+ pages and product tools), integrating successful features to improve user flow, accessibility, and AODA compliance.
- Created wireframes, mockups, and motion graphics using Figma, Illustrator, Photoshop, After Effects, and Premiere Pro; developed brand guides and color systems for visual consistency.
- Collaborated with developers by using HTML, CSS, and Angular, conducting design reviews, and providing feedback to ensure accurate implementation and usability.
- Organized design systems and version control in Notion, managed timelines, and aligned cross-functional teams to deliver projects efficiently.

Internship, Communications & Marketing

Durham College | April 2025 - May 2025 | Oshawa, ON | durhamcollege.ca/strategicvision

- Collaborating with the Communications and Marketing team to develop a design for a micro site to advertise their strategic plan.
- Created animated assets using After Effects and Lottie to enhance web compatibility.
- Used Figma, Photoshop, and Illustrator to create working prototypes.
- Assisting in the design, brainstorming, and partaking in the board meetings to represent a student's perspective of their roll out plans.

Capstone Project

City of Oshawa | January 2025 - April 2025 | Oshawa, ON

- Collaborating with a team to develop an **AR navigation app** for Oshawa's Ed Broadbent Park, enhancing digital visitor engagement.
- Used Figma to create Hi-fidelity/Low-fidelity wireframes, and working prototypes to present to the City of Oshawa.
- Managing content curation, metadata structuring, and UX design to optimize user experience.
- Created visually appealing signage that is meant to be displayed throughout the park by December 2025.
- Ensuring AODA compliance for accessibility and inclusivity across digital platforms.

Social Media Assistant

Durham College | February 2025 - May 2025 | Oshawa, ON

- Curating and publishing video content and images across Durham College's social media and digital platforms.
- Photographed/videographed events happening on campus.

- Used Adobe Premiere and After Effects to edit and enhance social media videos.
- Working closely with the Communications and Marketing team to execute content distribution strategies

Freelance Project

YoursTrulyRidz | November 2024 - Present | yourstrulyridz.ca

- Created a server through Web Hosting Canada and managed their custom website and emails.
- Built the website from scratch with HTML, CSS, and Javascript and all assets using the Adobe Suite.
- Created a custom personalized digital album to deliver to their clients 24 hours after an event.
- I upload content to a custom url and deliver the content to the client the following morning.
- Designed the full branding from logo, social media posts, advertisements, custom invoices, client contracts, and partnership packages.

Freelance Project

Hyphen Marketing | June 2025 - July 2025 | hyphenmarketing.ca

- Created a server through Web Hosting Canada and managed their custom website and emails.
- Built the website using HTML, CSS, Javascript, and PHP for custom email forwarding.
- Used the Adobe Suite to create custom icons and 3d logos.

Freelance Project

Zen Dental Hygiene Spa | August 2025 - September 2025 | zendentalhygienespa.com

- Used their current designs and assets and restructured the full website UI based on UX and industry standard.
- Updated their SEO score from 62% to 98.7%

Chief Marketing Officer (CMO)

SnapHouss Toronto | 2024 - 2025 | Toronto, ON

- Spearheaded marketing and brand strategies to expand SnapHouss' market presence.
- Managed client relations, ensuring seamless communication and superior service.
- Led targeted outreach, established rapport with brokerages and increased SnapHouss market shares by 25% YoY
- Conducted virtual training and performance assessments for franchise partners to ensure quality standards and brand consistency.

Creative Manager

SnapHouss Toronto | 2023 - 2024 | Toronto, ON

- Directed visual content strategy, capturing and editing professional real estate media.
- Enhanced team efficiency by directing operational tasks such as; team schedules, invoicing, and workflow optimization
- Managed SnapHouss Toronto's communications, overseeing emails, calls, and client solutions while leading and coordinating the team.

Computing Solutions Sales Advisor

Best Buy Canada | 2021 - Present | Oshawa, ON

- Increased revenue by 20% YoY through strategic sales and upselling techniques.
- Provided expert guidance on Apple products as an **Apple Master**, driving brand growth.
- Delivered tailored customer solutions, ensuring high satisfaction and retention.

SKILLS

UI/UX Design, Branding, Digital Marketing, Visual Storytelling, Adobe Creative Suite, Figma, HTML/CSS, JavaScript, Social Media Marketing, Client Relations, Business Strategy, Sales & Lead Generation