

Hubert Daniell

Oshawa, Ontario | 905-626-4088

www.hubertdaniell.com | hedaniell@gmail.com

Professional Summary

Multidisciplinary designer with 15+ years of experience delivering innovative, high-impact digital solutions across UX, UI, and visual design. Skilled in solving complex user experience challenges, developing brand systems, and creating content that enhances user engagement and performance metrics. Expert in Figma, Adobe Creative Suite, HTML/CSS, and user-centric design methodologies. Collaborative and strategic thinker with a passion for design systems, accessibility, and continuous improvement.

Skills

Design:

Web Design • UX/UI Design • Wireframing • Prototyping • User Testing • Interaction Design • Visual Design • Accessibility (AODA) • Empathy Maps • Design Systems • Usability Research • Identity Systems

Tools & Technology:

Figma • Adobe CC (Photoshop, Illustrator, InDesign) • HTML • CSS • SCSS • JavaScript • VS Code • Shopify • WordPress • GitHub • Jira • Confluence • Hotjar • MailChimp • Marvel • Adobe After Effects • CMS • Microsoft Office

Soft Skills:

Client Interviewing • Requirement Gathering • Project Management • Digital Asset Management • Resource Management • Market Research • Team Collaboration • Communication • Customer Support

Professional Experience

Web/Graphic Designer

Mastermind Toys | Dec 2020 – Dec 2023

- Led the digital design strategy as the sole web designer, using user-centered and responsive design principles to elevate customer engagement and reinforce brand identity.
- Improved site navigation and mobile usability by reorganizing information architecture and optimizing user flows in collaboration with product management.
- Designed and launched dynamic web boutiques for seasonal product campaigns, leveraging visual hierarchy and interaction design to support stronger user engagement.

- Created comprehensive brand guidelines, including design systems, typography, and color schemes, to ensure cohesive branding across web and social platforms.
 - Managed and maintained digital assets for website, email, and social media using CMS and HTML/CSS, enhancing the consistency and effectiveness of marketing initiatives.
 - Conducted cross-browser testing and implemented responsive front-end solutions to support stable and high-quality user experiences across devices.
 - Collaborated with the Loyalty team to enhance user journeys and optimize interface components, supporting the success of key performance and engagement goals.
 - Produced motion graphics and short-form video content for social media campaigns, helping to boost brand visibility and audience interaction.
-

Web Designer

Property.ca | Jan 2020 – Dec 2020

- Designed and developed responsive landing pages, promotional banners, and email campaigns using HTML5, CSS3, and JavaScript.
 - Applied UI/UX best practices and AODA standards to ensure inclusive, accessible digital content.
 - Delivered high-fidelity prototypes and wireframes for Property.ca, Condos.ca, and MrLoft.ca, streamlining developer handoff.
 - Built dynamic email templates in MailChimp, contributing to increased open and click-through rates.
-

Web Designer

Ravenshoe Group | Aug 2016 – Oct 2019

- Designed and launched fully responsive websites using HTML5, CSS3 (SASS/SCSS), and JavaScript.
 - Conducted UI/UX research and usability testing to inform design iterations, improving user satisfaction.
 - Created mobile-first interfaces and visual assets using Adobe XD, Sketch, and Photoshop, ensuring AODA compliance.
 - Developed HTML email templates for clients, supporting successful marketing campaigns.
-

Graphic/Web Designer

MFM Design and Print | Mar 2015 – Jun 2016

- Produced print-ready designs for brochures, banners, and marketing materials using Adobe Creative Suite.
 - Designed and maintained responsive websites and WordPress sites using HTML, CSS, and jQuery.
 - Created consistent brand visuals across digital and print media.
 - Edited layouts using Kodak Prinergy and Preps software.
-

Pre-Press Operator / CSR

Sinalite | Jun 2012 – Mar 2015

- Reviewed and corrected print files for accuracy, including layout, trim, bleed, and fonts.
 - Created and imposed layouts with Kodak Prinergy and Preps software.
 - Communicated directly with clients and internal teams to troubleshoot and finalize production files.
 - Helped reduce production errors by streamlining prepress QA processes.
-

Web/Graphic Designer

Mundo Media | Mar 2011 – Apr 2012

- Designed Flash banners, marketing materials, and websites in collaboration with sales and account teams.
 - Maintained daily workflow for the design team, ensuring timely project delivery.
 - Implemented web trends to keep designs fresh and aligned with campaign goals.
-

Junior Production Designer

Price International / In The Game, Inc. | Sep 2008 – Jan 2011

- Prepared digital artwork for print production, including color correction, resolution, and layout formatting.
 - Retouched and masked images using Adobe Photoshop to achieve high-quality print results.
 - Developed an organized artwork archive system, improving search efficiency for production teams.
-

Education

BrainStation

UX Design Certificate – 2022

Durham College

Graphic Design

General Arts & Science

References

Available upon request