

# Jennifer Mallari, Web Designer and Visual Designer

Vancouver, British Columbia, Canada

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## SUMMARY

Creative, versatile designer passionate about simplifying complex ideas into clear and engaging experiences. My work spans web design, visual design and storytelling and social media campaigns. I thrive on creating not only visually appealing designs but also functional ones — transforming ideas into solutions that people can connect with and enjoy.

## PROFESSIONAL EXPERIENCE

### Web Designer and Researcher

Applied Research Centre at Langara College | October 2024 – Present

- Lead the IDEAs in Public Recreation project's full visual identity and develop a responsive website ([innovaterecreation.ca](http://innovaterecreation.ca)) in Webflow, delivering on time for project launch.
- Design promotional materials (flyers, banners, posters, postcards and presentations) to enhance community recognition and drive higher participation in engagement activities.
- Manage website maintenance and content updates, ensuring the site reflects current project progress and stakeholder needs.
- Collect, analyze, and visualize project data, transforming insights into clear, actionable reports for the team, research partners and community.

### Instructional Media Assistant

Recreation Studies Department at Langara College | October 2023 – December 2024

- Recorded, edited, and uploaded lecture captures in D2L, contributing to a 50% increase in HyFlex student participation.
- Delivered technical support to instructors and students, resolving multimedia and online tool issues for a smooth hybrid learning experience.

## SKILLS

### Soft Skills

- Attention to detail and organized
- Ability to self-manage and collaborate with cross-functional team
- Reliable, proactive and always willing to learn
- Empath and effective under pressure

### Technical Skills

- Figma, Canva, Adobe CC (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
- WordPress, Google Analytics, CRM, HTML & CSS, JavaScript, PHP
- Microsoft Office (Word, PowerPoint, Excel: Pivot Tables, Excel Macro)

## EDUCATION

### Degree Diploma in Web and Mobile App Design and Development

Langara College • 2023-2024

- Dean's Honour Roll
- [Glucofit Mobile App](#) – Best of Show Award (December 2024)
- [Cocotrade Web App](#) – Best in Development Excellence Award (August 2024)