

Jackie Diaz

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Nelson, BC

[LinkedIn Profile](#)

● SUMMARY

Graphic Designer and digital communications professional with 6+ years of experience designing digital content, supporting websites, and improving online user experiences. Brings a strong foundation in visual design, accessibility, analytics, and client collaboration, complemented by formal UX/UI design training through BrainStation. Recognized for adaptability, strong communication, and building trusted relationships across multidisciplinary teams.

● EXPERIENCE

Digital Media Coordinator

[Kootenay Co-op Grocery Store](#)

Nelson, BC | March 2025 – Present

- Lead the design and production of digital content across web, email, social media, digital advertising, and e-commerce channels, applying user-centered thinking to improve accessibility, content organization, navigation, and overall digital experiences.
- Use Google Analytics and platform insights to evaluate user behavior, measure campaign performance, and recommend improvements to digital experiences and marketing initiatives.
- Support paid advertising campaigns across Meta, Google, and YouTube by developing creative assets and monitoring campaign performance.
- Collaborate with cross-functional teams to balance business objectives, customer needs, and brand consistency across digital touchpoints while presenting insights and recommendations to leadership.

Ecommerce & Small Business Advisor

[Mosaic North America](#)

Remote | Sept 2022 - March 2023

- Managed a portfolio of small business clients, providing strategic guidance to strengthen their digital presence, e-commerce performance, and online customer experience.
- Conducted website audits to evaluate usability, navigation, content organization, and opportunities to improve online customer journeys.
- Provided recommendations on website content, visual presentation, and information hierarchy to improve clarity, usability, and customer engagement.
- Collaborated with clients to identify digital opportunities while supporting website optimization, marketing initiatives, and long-term e-commerce growth.
- Supported business owners in implementing digital tools and growth strategies tailored to their goals.
- Developed digital marketing strategies and educational resources covering website optimization, e-commerce, cybersecurity, and online customer acquisition.

● COMMUNITY INVOLVEMENT

Marketing & Digital Engagement Lead

Building Momentum Bikepacking (BMB)

Nelson | May 2025 - May 2026

- Developed and executed digital content strategies that fostered an inclusive outdoor community, generating 112,000+ organic Meta views within 12 months for an organization with fewer than 800 followers.
- Produced photography, videography, graphic design, and written content that created a cohesive and engaging digital brand experience.
- Used audience insights and community feedback to refine content, improve engagement, and support participation in outdoor recreation.

● SKILLS

UX & UI Design

- User Research
- Information Architecture
- User Flows
- Wireframing
- Prototyping
- Usability Testing
- Accessibility (WCAG/AODA)
- Responsive Design

Visual Design

- UI Design
- Visual Design
- Typography
- Layout & Composition
- Design Systems
- Photography & Videography
- Adobe Creative Suite
- Figma

Digital Strategy

- Google Analytics
- Website Management
- E-commerce
- Content Strategy
- User Behavior Analysis
- Digital Marketing
- SEO Fundamentals

Collaboration

- Client Presentations
- Cross-functional Collaboration
- Stakeholder Communication
- Workshop Facilitation
- Problem Solving

● EDUCATION

Graphic Design & Marketing Advanced Diploma | Humber College | 2018–2021

Comprehensive training in graphic design, web design, UX/UI principles, accessibility, and user-centered digital experiences.

UX Design Certificate | BrainStation | 2024

Focused on user research, information architecture, wireframing, prototyping, usability testing, and UI design using Figma.

Accessibility for Ontarians with Disabilities Act (AODA) Training | 2020

Web accessibility standards, inclusive design principles, and accessible digital communication.