

Georgia Needham

Information Designer

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■ Key Highlights

- Bachelor of Communications – Information Design graduate at MRU
- Skilled in communication strategy, digital content creation, and visual storytelling
- Proficient in Google Suite, Adobe Creative Suite, and Microsoft Office
- Dedicated learner and strong collaborator with cross-functional team experience and user-focused design skills

■ Work Experience

Communications Student Intern

Youth en Route | Calgary, AB | May 2025 – Aug 2025

- Created an event website on WordPress that is still in use today
- Met with partners and stakeholders to conduct interviews, write blogs, and create media to tell the stories of Youth en Route.
- Created graphic designs, infographics and used other visual storytelling techniques
- Updated and maintained Youth en Route's main site

UX Designer

Launchpad Innovation Sprint | Calgary, AB | Oct 2024 – Nov 2024

- Collaborated with a multidisciplinary team to design new services for the “Change is Good” initiative, improving teamwork and project management skills.
- Conducted customer discovery interviews to gather qualitative data, directly influencing design decisions and enhancing user experience.
- Created prototypes in Figma based on user feedback, applying user-centered design principles to ensure usability and accessibility.
- Presented a final design concept to faculty and industry professionals, receiving positive feedback for creativity and a user-centered approach.

Food Service Keyholder

Village Ice Cream | Calgary, AB | April 2021 – Sept 2024

- Managed opening/closing duties and cash handling, ensuring smooth operations and customer satisfaction during peak times.
- Reduced customer wait times by optimizing order flow and anticipating needs, improving overall service efficiency.
- Led inventory and restocking efforts to ensure accessibility and cleanliness, meeting customer expectations.
- Provided insights to improve team performance, contributing to a consistent and positive customer experience.

■ Volunteer Experience

Mount Royal Faculty Association | Community Service Learning

MRU Roles and Practices in Contemporary Communications | Calgary, AB | Sept 2025 – Dec 2025

- Personally consulted with clients to determine brand values and expectations.
- Collaborated with a team with diverse skillsets to create multiple professional level deliverables for clients.
- Met with clients to refine designs based on feedback.
- Used clear communication to pitch the process and final design to the client, resulting in positive feedback and the ongoing use of the logo.

■ Education

Mount Royal University | Calgary, AB | 2023 – June 2026

Bachelor of Communications – Information Design | Graduate

- **GPA: 3.88/4.00** | President's Honour Roll (2023–2024, 2025–2026), Jason Lang Scholarship (2024).
- **Relevant Coursework:** Information Architecture, Usability, Project Management, Data Visualization.

■ Technical Skills

- **UX/UI Design:** User research, Data analysis, Prototype creation, Feedback implementation
- **Design Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva
- **Web Platforms:** WordPress, Wix, Webflow, Squarespace
- **Collaboration Tools:** Google Suite (Drive, Sheets, Chrome, Survey), Microsoft Office Suite
- **AI-Assisted Workflows:** Claude for building and publishing my portfolio site, with every design decision my own

■ Extracurricular Activities

- **Skiing:** Participated in recreational and competitive skiing, demonstrating physical endurance, goal-setting, and a commitment to personal growth through consistent training and skill development.
- **Hiking:** Regularly engaged in hiking activities, showcasing planning, navigation, and perseverance in completing challenging outdoor trails while fostering an appreciation for the environment.
- **Pet Sitting:** Provided reliable care for pets, including feeding, walking, and administering basic health needs, building trust with clients and strengthening time management and responsibility.
- **Plant Care:** Maintained the health of indoor and outdoor plants, ensuring proper watering, pruning, and fertilization schedules, reflecting attention to detail and dedication to nurturing living systems.