

Mariam Hatim



[linkedin.com/in/mariamhatim](https://www.linkedin.com/in/mariamhatim)

hello@mariamhatim.com

mariamhatim.com

I am a digital designer specializing in user experience design, user interface design, and branding, based in Edmonton, Alberta.

Experience

ATB Financial

My role largely encompasses digital design and content development, working in conjunction with our Digital Team as well as other internal partners to produce various assets in support of ATB Financial's digital presence. This work includes:

- Regular updates to ATB Financial's website (atb.com), through visual design and landing page support as well as content/copy updates. This is completed with multiple internal partners, utilizing the Episerver content management system.
- Occasional design and HTML/CSS support when necessary on ATB's various digital properties, including email marketing and automation (through Hubspot), digital advertisements and banner ads, customer communications and other social media platforms. This is also supported through collaboration with our Creative team.
- Occasional design support for ATB Financial's various print assets and other traditional design mediums, mainly in the form of customer communications (through brochures, letters, postcards, and other assets).

Major projects include the ATB Wealth rebranding and microsite, various digital Annual & CSR (Corporate Social Responsibility) reports, brand-level campaign microsites for the ATB Listens/This Is Why campaigns, as well as branding for The Future Of podcast.

Digital Content Management Specialist

April 2021—Present

Multimedia Designer

September 2018—April 2021

Junior Web Designer

November 2017—September 2018

General Concern

I was tasked to provide additional assistance and support towards the store's online e-commerce presence, primarily interacting with an existing Shopify CMS template structure. The majority of this work included product image edits and updates.

Website Assistant

October 2018

Education

MacEwan University

I graduated from MacEwan University with a Diploma in Design Studies (with distinction). Much of my coursework centered around UX/UI and interactive design, while also exploring branding, motion graphics, environmental design, and design history.

Diploma, Design Studies

September 2014—April 2017

Skills

UX/UI Design & Research
Wireframing & Prototyping
Email Marketing & Design

Branding
HTML
CSS (Grid & Flexbox), and Sass

Tools

Adobe Creative Suite
Sketch
InVision

Visual Studio Code
Hubspot (Email Marketing)
Episerver & Shopify CMS