

# SERGEI BORJA

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## CAREER OBJECTIVE

Computer Science student with a minor in Digital Experience Design, seeking a UX/UI design internship or entry-level position. Looking to apply skills in user research, interaction design, and prototyping to create accessible, user-centered digital experiences.

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## SKILLS

### UX Research & Strategy

- User Interviews, Usability Testing, Journey Mapping, Information Architecture, Heuristic Evaluation

### UI & Prototyping

- Wireframing, Prototyping, Interaction Design, Design Systems, Visual Hierarchy

### Tools & Technologies

- Figma, HTML, CSS, TypeScript, React, Node.js, Express, Next.js, RESTful APIs, Git, Vite

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## EDUCATION

### Grant MacEwan University (Expected Dec. 2025)

Edmonton, AB

- Bachelor of Science, Major: Computer Science | Minor: Digital Experience Design

### Northern Alberta Institute of Technology (Sept. 2019 - Apr. 2021)

Edmonton, AB

- Biological Sciences Technology - Environmental Monitoring and Assessment

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## ACADEMIC WORKS

### TELUS World of Science Edmonton - Mobile AR Way-Finding & Exploration App

(Sept. 2024 – Dec. 2024)

- Collaborated with designers to address visitor navigation and explorations needs, creating a high-fidelity Figma prototype with 2D/3D maps, AR arrows, and a stamp-book system that testers found engaging.
- Prototyped AR navigation in Adobe Aero by overlaying arrows, enabling real-time way-finding visualization, which clarified user direction in tests.
- Designed a digital stamp-book mechanic that all early testers engaged with fully, boosting reported enjoyment and motivation during exhibit visits.
- Validated usability through four remote pilot studies and two on-site sessions, iterating on accessibility such as zoom toggles, audio prompts and wheelchair-friendly routes that all six testers found effective and intuitive.

### The Elder Scroll: Skyrim - Quest Log Redesign

(Jan. 2024 – Apr. 2024)

- Redesigned Skyrim's quest log in Figma with teammates, creating a tabbed journal with color-coded quests and map links that improved user clarity in playtests.
- Led analyses, interviews, and playtests to uncover major pain points in quest discoverability and info overload, informing later redesign decisions.
- Iterated from low to high-fidelity prototypes, adding a quest synopsis page and one-click map toggle that users rated intuitive and found it noticeably faster for finding quest details.
- Performed usability tests with seven participants, boosting Inuit usability scores across key tasks: map quest-finding improved from 17.86 to 100, completed-quest comprehension rose from 64.29 to 88.10, and new-quest discovery increased from 85.71 to 95.23.