

Moe Als

Product Designer

Design.moexls.com

Design.moexls@gmail.com

226.700.7140

SUMMARY

Passionate and experienced Product Designer dedicated to understanding user needs and creating accessible, inclusive designs. Proficient in digital design, blending creativity and innovation to deliver visually compelling solutions. Specialized in crafting designs that align with marketing strategies, fostering innovation and inclusivity. Fluent in both English and Arabic.

EDUCATION

GOOGLE USER EXPERIENCE CERTIFICATIONS

MAR 2021 - DEC 2021

- Foundations of UX Design
- Empathize, Define, and Ideate
- Build Wireframes
- Build low-Fidelity Prototypes
- Conduct Research & Test
- Create Designs & Prototypes
- Responsive Design
- Design a UX for Social Good

FANSHAWE COLLEGE

SEP 2016 - APR 2019

Advanced Diploma in Graphic Design,
GPA: 4.0 | Dean's List, Honour Role

SKILL SET

SOFTWARE

- Adobe Suite: PS, AI, ID, LR, XD
- Affinity Suite: Designer, Photo
- Other: Figma, Sketch, Invision
- Web Apps: User Testing, Google Forms, Lucid Chart, Asana, Slack

ADDITIONAL EXPERTISE

- User Research & Testing
- Prototyping & Wireframing

PROFESSIONAL EXPERIENCE

PRODUCT DESIGNER @ AUTOMOTIVE FINANCE CORPORATION

Remote | London, Ontario, CA | APR 2022 - Present

Pioneered the creation of intuitive interfaces, guaranteeing adherence to accessibility standards across OPENLANE, PAR, and AFC design systems. Orchestrated smooth transitions to revamped systems in collaboration with leaders and managers, while offering crucial insights to designers and developers in adjacent departments.

- Spearheaded the design and development of user-friendly interfaces, ensuring seamless user experiences for internal and external stakeholders.
- Collaborated closely with cross-functional teams, including team leaders and product owners, to facilitate successful transitions and integrations of redesigned systems.
- Provided valuable feedback and direction on design changes and art style to enhance collaboration with designers and developers from adjacent departments.

FREELANCE DESIGNER

Hybrid | London, Ontario, CA | SEP 2018 - Present

Delivered visual design services, managing the creation of assets for social media. Provided recommendations and design-consultation notes to enhance content, ensuring a consistent brand image and promoting growth.

ADDITIONAL EXPERIENCE

UI/UX DESIGNER @ APOLLO

Remote | London, Ontario, CA | JAN 2021 - SEP 2023

Collaborated with project managers and team members to define design project goals and deadlines. Performed the required user research to choose and ensure correct audience to review products. Implemented a new set of designs to replace previous user interface, which led to a higher engagement and satisfaction rate.

E-COMMERCE COORDINATOR & GRAPHIC DESIGNER @ MOSAIC NORTH AMERICA

Remote | London, Ontario, CA | SEP 2020 - MAR 2021

Established a profound understanding of business owners' goals, ensuring clear expectations before contract completion. Drove impactful social media campaigns, evaluating and boosting business engagement rates. Orchestrated organized content channels, provided design solutions, and scheduled consistent social media posts for a strong online business presence.