

Anika McPhee, UX/UI Designer
anika.mcphee@gmail.com | 613-324-9151
Ottawa, ON

Designer Portfolio

Technical skills:

•Figma •Responsive web designing •User Interviews •Usability Studies •Data Synthesize •Empathy Mapping •UI Grids and Composition •Colour Theory •User Journey Mapping •User Storyboard •Typography •Personas •Heuristic Analysis •Site Mapping •Card Sorting •Guerrilla Testing •Competitor Analysis •Affinity Diagrams •Wireframes •Low-High Fidelity Prototypes •Case Studies •Iteration •Surveys, •HTML, •CSS, •jQuery.

Education: UX/UI Design Certificate from The University of Toronto (March-August 2023) | Bachelor of Arts from The University of Ottawa (2012-2015).

Experience:

Accounts Receivables, Rockland Pharmacy December 2023-Current

- Digitized hundreds of client accounts, migrating from a legacy paper-based system to a modern, cloud-based solution for improved efficiency and compliance.

Program Manager, Karis Disabilities Services 2018-2022

- Collaborated with stakeholders across finance, client services, and operations to develop a 'Relationship Service Agreement' contract. This initiative **streamlined the client intake process and established clearer expectations and goal metrics for resource allocation and funding.**
- Improved compliance readiness with an **audit result of 90% in 2022, a 50% increase from the previous year (2021).**
- I spearheaded the **creation and facilitation of Our Voices Matter, a self-advocacy group empowering adults with developmental disabilities.** As the group matured, I transitioned to a supportive role, fostering an environment where clients could freely express themselves. This experience honed my empathy and active listening skills, demonstrating my ability to empower others through leadership and support.
- Annual development reviews **exceed expectations from 2018-2022.**

Direct Support Professional, Karis Disabilities Services 2016-2018

- Developed and implemented **customized care plans for clients, resulting in an 80% increase in overall client satisfaction scores.**
- MCSS **audit preparation** for the most extensive program in the eastern region **resulted in 100% ministry compliance (2017).**

- From 2017-2018, I held most administrative roles for our most extensive program: **Prime Counselor, Medication Coordinator, Finance Coordinator, and Schedule Coordinator.**

Lead Stylist, Nordstrom

(2015-2016)

- Elevated customer satisfaction by providing personalized styling consultations and fashion recommendations, resulting in a **20% increase in repeat clientele.**
- Established strong vendor relationships, negotiating favourable terms and securing exclusive product offerings, contributing to a **10% increase in profit margins.**
- I spearheaded visual merchandising initiatives, consistently ensuring a visually appealing and on-brand store environment that contributed to a **30% boost in sales.**

Case Studies:

Transforming the Digital Frontier: The redesign of a government agency webpage. Data from the usability study determined that the information hierarchy was not intuitive for most users. Another study result is that users who land on the homepage are unclear about the site's purpose. My design focused on addressing the navigation and strengthening the site's purpose.

Smart Recipe Design: Home Chef is a mobile app concept that aims to assist busy people in using the food that's remaining in the cupboard, saving them money and offering healthy recipe ideas.

Give Guardian: a concept for a web browser extension that certifies the legitimacy of global not-for-profit organizations.

Revitalizing Compassion: The redesign of a not-for-profit organization (Rodger Neilson C.H.E.O). My case study proves through data that the volunteer application process can be improved to increase the number of successful applicants.

References are available upon request.