

Anika McPhee
UX/UI Designer

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Ottawa, ON, Canada
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[Linkedin](#)
[Designer Portfolio](#)

Technical Skills

Figma, Responsive web design, 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.

Projects

- [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](#): Smart Recipe Design 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](#): Give Guardian is a concept for a web browser extension that aims to certify 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.

Education

- **UX/UI Design Certificate**
University of Toronto (March-August, 2023)
- **B.A. General**
University of Ottawa (2012-2015)

Experience

Program Manager, Christian Horizons (2018-2023), Ottawa, ON

- Executed improvement of **compliance readiness with a result of 90% in 2022**.
- Developed the 'Relationship Service Agreement' contract that is now utilized in standard client intake procedures.
- Created and facilitated "Our Voices Matter" in the Ottawa region.
- Annual development review exceeds expectations in 2020, 2021, 2022

Direct Support Professional, Christian Horizons (2016-2018), Ottawa, ON

- 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, Retail associate, Nordstrom (2015-2016), Ottawa, ON

- 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**.
- Spearheaded visual merchandising initiatives, consistently ensuring a visually appealing and on-brand store environment that contributed to a **30% boost in sales**.