

Viji Ambalavanan

Toronto, ON, M1H 2R8
647-917-2029 aviji13@gmail.com
www.linkedin.com/in/VijiAmbs

UX Designer

◇ User Research ◇ Storyboard ◇ Wireframe Production ◇ Prototype ◇ User Testing ◇ Information Architecture
◇ Collaboration ◇ Team Player ◇ Solution Oriented ◇ Problem Solver

HIGHLIGHTS OF QUALIFICATIONS

- Built user-oriented apps and websites addressing user needs
- Produced wireframes, HTML code and CSS that contributed to user-centered design (UCD) efforts for personal website.
- Partnered with user interface and UX designers to research, ideate and create easy-to-use solutions based on qualitative research and user needs.
- Redesigned CRA webpage based on qualitative research, Card Sorting and built an intuitive Information Architecture and Home Page with the help of the Double Diamond process methodology
- Completed six UX/UI projects within a span of 6 months
- 8+ years' experience in Solution Oriented environment as Public Relations professional
- Exhibited understanding and knowledge of technical skills in: Figma, Miro, MS Word, Excel, PowerPoint, Outlook, Adobe Photoshop, Adobe Illustrator, Google Analytics, MailChimp (E-mail Marketing), Canva, StoryboardThat and PowToon
- **Certificate in UX/UI from University of Toronto SCS**

PROJECT HISTORY

TravelSafe

A new age travel app for the post pandemic traveler

- Empathize: Conducted qualitative user interviews to understand the needs, motivations and desires of post pandemic travelers.
- Define: Identified a unique need post pandemic travelers have – to feel empowered and safe to travel
- Ideate: With the help of I wish, I want and I need methodology and the feature prioritization tool, narrowed down on an app that equips travelers with knowledge on Covid-19 stats, mandates and requirements based on their travel itinerary
- Prototype: Created sketches, wireframes and a prototype of the Travelsafe app
- Test: Conducted user testing to review and reiterate on potential errors for users
- Used Figma, Miro and Microsoft 365 for this project

Furever Home

A group of two created an app that promotes pet adoption and enables discussion between pet lovers and shelter organizations

- Empathize: Conducted qualitative user interviews to understand the needs, motivations and desires of pet lovers
- Define: Identified a unique need pet lovers have through synthesizing and analyzing data. Pet lovers find the pet adoption process cumbersome, confusing and demotivating, and have to take great efforts to even meet the pet before the adoption process.
- Ideate: With the help of I wish, I want and I need methodology and the feature prioritization tool, narrowed down on an app that works like tinder for pets. It allows users to browse through individual pet profiles, select their favorites and contact shelters directly to initiate the adoption process.
- Prototype: Created sketches, wireframes and a prototype of the Furever Home app

- Test: Conducted user testing and usability testing at various stages to review and reiterate on potential errors for users
- Used Figma, google survey and Microsoft 365 for this project

Toronto Environmental Alliance

A group of three redesigned a responsive website for TEA

- Empathize: Conducted qualitative user interviews and launched an online survey to understand the needs, motivations and desires of environment enthusiasts. Also connected with the Stakeholders to understand their needs, motivations and requirements
- Define: Identified the TEA website was crowded and overlaid with information decreasing impact on main CTA – to donate easily.
- Ideate: With the help of I wish, I want and I need methodology and the feature prioritization tool, narrowed down on an app that enables website visitors to conveniently use the app on multiple devices [phone, tablet, laptop] and with a clear CTA – to donate
- Prototype: Created sketches, wireframes and a prototype of the TEA website and app
- Test: Conducted user testing and usability testing at various stages to review and reiterate on potential errors for users
- Used Figma, google survey and Microsoft 365 for this project

EMPLOYMENT HISTORY

Communications Specialist

2021 – Present

Rogers Communication

- Create narratives for wireless team supporting Rogers, Fido and chatr
- Support extended corporate communications team in building clear internal and external narratives

Customer Solutions Specialist

2018 – 2021

Rogers Communication

- Probed, assessed and recommended need-based solutions for customers to increase loyalty and confidence in the company's values, products and services
- De-escalated crisis situations through active listening and an empathetic approach
- Increased revenue for the organization on a consistent basis by pitching products and services based on the customer's needs and usage

EDUCATION

UX/UI Certificate

2021

University of Toronto, SCS

CELTA (Cambridge Certification of English Language Teaching for Adults)

2014

Cambridge Assessment

Masters' Degree in Public Relations

2012

Evaluated by WES as Bachelor of Public Relations

Bachelors' Degree (English Literature)

2010

Evaluated by WES as Bachelor of English Literature