

# Adam Ali

## UX Designer & Developer

Toronto, ON

[adamalexali@gmail.com](mailto:adamalexali@gmail.com)

[adamalexali.com](http://adamalexali.com)

## Education

### George Brown College

Honours Bachelor of Design—  
Digital Experience Design  
2020–current (expected 2022)

3.8 GPA—Dean's Honour List.

Recipient of the Student Association Arts & Design Third and Fourth Year Student Scholarship.

Participant in the 2020–2021 YES! School of Design Virtual Year End Show.

### George Brown College

Advanced Diploma—  
Interaction Design  
2017–2020

3.7 GPA—Dean's Honour List.

Participant in the 2019–2020 NEXT School of Design Year End Show.

## Experience

### Student UX Researcher

GBC Research & Innovation  
April 2021–current

Identify challenges and opportunities within existing virtual service & e-learning platforms with regards to users with disabilities.

Engaged with stakeholder groups to generate insights.

Development of a framework for assessing accessibility for e-learning platforms.

*Tools: Figma, Miro, HTML, CSS, JavaScript, Bootstrap*

### Student UX Researcher

GBC Research & Innovation  
September 2019–May 2020

Engaged with stakeholder groups to identify opportunities for the implementation of emerging XR technologies within their existing ecosystem.

Created personas, user journeys, wireframes, and mockups to gather insights into the user experience of AR integration in-store and on mobile devices.

Developed a functional prototype of the AR application to show to stakeholders.

*Tools: Figma, Photoshop, Illustrator, Unity 3D*

### Front-End Developer

LinkMentalHealth  
January 2020–April 2020

Integrated user experience best practices by understanding their clients through stakeholder interviews, team workshops.

Refined user flows, created wireframes, and conducted user tests.

Collaborated with the visual designer and the back-end developers to develop a consistent visual identity and build the responsive site.

*Tools: HTML, CSS, JavaScript, MongoDB, Node.js, Express, Figma*

### Front-End Developer

Blade Creative Branding, Inc.  
September 2019–November 2019

Researched & defined client goals and conducted a competitive analysis to generate insights.

Developed an interactive web feature, implemented into the client's WordPress site.

*Tools: HTML, CSS, JavaScript, PHP, WordPress*