

Adam Ali

UX Developer

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<https://adamalexali.com>

[LinkedIn](#)

A human-centered UX developer, researcher, and technologist equipped with an interdisciplinary foundation in digital experience—including UX, HCI, web development, systems design, and service design. With over three years of design and technical experience, Adam is dedicated to producing high-value work aimed at democratizing technology and fostering a more open, collaborative, and empowering digital future.

Experience

UX Researcher

Student; part-time

GBC Research & Innovation

Apr 2021–Dec 2021

- Identified challenges and opportunities faced by users with disabilities within virtual service & e-learning platforms
- Engaged with stakeholder groups, including users with disabilities, to generate insights via workshops and interviews
- Development of a framework for assessing accessibility for e-learning platforms

Tools: HTML & CSS, JavaScript, Bootstrap, LaTeX, Figma, Miro

Product Designer

Student; part-time

GBC Research & Innovation

Sep 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 demo of the AR application to showcase to stakeholders

Tools: Figma, Photoshop, Illustrator, Aero, Unity

UX Developer

Co-op; part-time

LinkMentalHealth

Jan 2020–Apr 2020

- Integrated user experience heuristics through stakeholder interviews and workshops
- Refined user flows, created wireframes, and conducted user tests
- Collaborated with the visual designer and the back-end developers to come up with a consistent visual identity and build the responsive site

Tools: HTML & CSS, JavaScript, MongoDB, Node, Express, Git & GitHub, Sketch

Front-End Developer

Contract; part-time

Blade Creative Branding Inc.

Sep 2019–Dec 2019

- Researched & defined client goals; conducted an independent competitive analysis
- Implemented an interactive web feature into the client's WordPress website
- Worked with stakeholders to ensure functionality aligned with client objectives

Tools: Figma, HTML & CSS, JavaScript, jQuery, PHP, WordPress

Education

George Brown College

Honours Bachelor of Design—Digital Experience Design

Sep 2020–current (exp.2022)

- Previously received an Advanced Diploma in Interaction Design (2017–2020)
- 3.8 GPA—Dean's Honour List
- Recipient of the Student Association Arts & Design Third and Fourth Year Student Scholarship
- Participant in 2020–2021 YES! School of Design Virtual Year End Show

Expertise

Technical

- HTML & CSS, JavaScript, TypeScript, Bootstrap, React, Node, Express, MongoDB, Git & Github, Markdown, LaTeX, GraphQL

Design

- Photoshop, Illustrator, InDesign, XD, After Effects, Blender, Cinema4D, Figma, Sketch

Soft Skills

- Interpersonal, communication, agile, detail-oriented, time management, organization, problem-solving, teamwork & collaboration, empathy, passion