Alice Nazarian

UX Leader /
Design thinker /
Designer / UX
evangelist

Seasoned UX professional with a background in Social Psychology, driving user-centred design and business alignment through strategic leadership. I optimise product experiences, build high-performing UX teams, and foster innovation through Design Thinking and scalable solutions.

TripArc
UX Director and Design strategist
May 2021 - October 2024

- **Established the UX function** as the company's first UX leader, growing a multidisciplinary team with researchers, content designers, and visual designers.
- **Championed UX as a business-critical function**, collaborating with executive and cross-functional teams to align user-centred design with business objectives.
- **Led the redesign of the Kensington Tour's Client Portal**, conducting discovery research and developing the full UX strategy. Early portions introduced user accounts and streamlined itinerary management.
- **Shaped the UX strategy for the new generation of ADX, TripArc's b2b platform**, aligning product vision with business objectives, ensuring user-centred design informed product roadmaps and development processes.
- **Created and implemented Nexus, TripArc's design system**, streamlining collaboration between designers and developers and ensuring scalability across products, which shortened hand-off process and simplified solution design and implementation.
- **Developed a UX handbook** documenting processes and standards, ensuring alignment and consistency within the growing UX team.
- **Fostered a collaborative and outcome-oriented culture**, earning a near-perfect manager score in the employee engagement report and receiving a value award for leadership.
- **Mentored team members** through goal-focused performance reviews, helping develop talent and ensuring continuous professional growth within the team.

Questrade
UX Manager and Strategist
November 2008 - May 2021

- **Led the redesign of the online account application**, increasing the mobile conversion rate by 26% through extensive discovery research, usability testing, and iterative improvements.
- **Developed the initial strategy and concept for native Questrade's mobile app**, later refined and launched, incorporating many of the original design and user flow concepts.
- **Built and scaled the All-spark Design System**, collaborating with development teams to ensure consistency and scalability across products, establishing it as a core company asset.
- **Led the UX strategy for the unified trading platform**, collaborating with development architects to design a cohesive user experience across mobile and web, reducing complexity for users and improving consistency while optimising support and maintenance costs.
- **Drove Design Thinking adoption** across product teams, shifting focus from feature requests to problem-solving, accelerating product development cycles and increasing stakeholder engagement.

Skills

Research:
Comparative analysis, Diary studies, Contextual inquiry, Interviews, Journey mapping, Task and workflow analysis, Usability testing, Cognitive walkthrough.

Design:
Strategy, Information architecture, Sketching, Wireframing, Prototyping, Micro-interactions, Accessibility.

Creativity:
Design thinking, Problem solving, Visual design, Typography.

Leadership:
Team building, Prioritization, Communication, Creative direction, Mentorship.

Education

Master's in Social Psychology

Institute of Modern knowledge (Instytut Suèasnyh Vedau)

2001 - 2006 / Minsk, Belarus

- **Established robust feedback and research systems**, integrating user feedback loops, proxy-user panels, and usability testing to continuously refine the user experience.
- **Managed two UXD teams, UX writers, researchers and technical writers**, with up to 20 head count in total, fostering a collaborative problem-solving culture and mentoring several team members who advanced to managerial roles.
- **Led the redesign of client portals** improving brand perception, content discoverability, and user experience across web and mobile.
- **Collaborated on design and launched key platforms** (IQ Edge, Investment Portfolio Builder, Web Trading Platform, and Mobile App), replacing the previous white-labelled solution and contributing to improved user engagement and supporting business growth.

Pure Med Spa, head-office
UX & Graphic Designer
November 2006 - November 2008

- Designed and developed a **custom website from scratch**, ensuring a cohesive digital presence and supporting all marketing efforts for both online and offline channels.
- **Created an innovative gift certificate tracking system** used across multiple franchise locations in the USA and Canada, solving a critical issue with gift certificate redemption between locations and streamlining operations with an online portal that enabled validation and issuance of certificates.
- Increased website visibility to a top 4 ranking through strategic design, content optimization, and cross-platform collaboration, significantly boosting the company's online presence with no external marketing spend.
- Created marketing collateral such as packaging and posters.

XPGraph (Belarus)
Senior Digital Designer
October 2003 - January 2006

- Led end-to-end design of online products across diverse industries, delivering solutions that improved customer engagement and streamlined internal processes.
- Led branding projects including identity and brand standards documentation.

Delovaya Iniciativa (Belarus)
Web & Graphic Designer
June 2002 - October 2003

- Developed brand guidelines and created diverse design elements for multiple clients.
- Supported website updates.

Intis (Belarus)
Web & Graphic Designer
July 2000 - October 2002

- Worked on varied projects including VoIP web apps and hardware interfaces.

Freelancer (Belarus and Canada)
2002 - 2008

- Worked on cross-media projects involving branding, UI design, and front-end development.