| Alice Nazarian  UX Leader / Design thinker / Designer / UX evangelist |  | Seasoned UX leader with a Master’s 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 design systems. |  | 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 |
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|  | 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 conversion rate by 38% 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. * **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. |  |