

# EMMY ALI

## UI / UX DESIGNER

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### ABOUT ME

I am a recent graduate with a strong educational background in financial and human resources, seeking to leverage my unique skill set and passion for design into a career as a UX/UI designer. My diverse background has equipped me with valuable analytical, problem-solving, and communication skills that I believe will complement my creative abilities as a designer. I am excited to apply my knowledge and creativity to create intuitive, user-centered experiences in the world of UX/UI design.

### EDUCATION

#### British Columbia Institute of Technology

January 2023-May 2024 | Diploma | BC  
New Media Design and Web Development

#### Cass Training Institute, Sydney, Australia

March 2014-May 2016 | Diploma | NSW  
Project Management and Human Resources

#### University of Economics, Varna, Bulgaria

September 2008-May 2011 | Master Degree  
Banking and Finance

### TOOLS

Figma | Adobe Illustrator |

Adobe Photoshop | InVision |

### SKILLS

UI Design | UX Design | UX Research |

Prototyping | Data Analysis | Information

Architecture | HTML / CSS / JS | React JS |

Project Management | Leadership | Time

Management | Communication | Branding

### EXPERIENCE

#### UI Designer & Admin Assistant

Acuren, Vancouver BC | 2022-present

- Interact with engineers for successful design implementation.
- Demonstrate ability to challenge limitations, negotiate with Engineering, adjust Engineering schedules, find alternatives, and make cases for designs to be implemented a certain way.
- Developing hi-fidelity prototype to demonstrate user flow using quantitative and qualitative data.
- Managing project cost including labor cost, equipment, consumables, and reliable costs.

### FEATURED PROJECTS

#### UI Designer

BCIT Case Study | MSRA App | 6 weeks

- Conducted preference test, first click test, and live site task to determine the current sites usability.
- Created a flowchart and site map to visualize processes.
- Developed hi-fidelity prototype to demonstrate user flow using quantitative and qualitative data.

#### UX Designer

BCIT Case Study | Children Charity | 9 weeks

- Applied the UX research process using the 5-stage model to understand user goals and frustrations.
- Created flowchart, persona, and journey map to visualize and gain insight on user flow.
- Developed UX solutions to improve site s functionality and usability using wireframes & hi-fidelity prototypes.