

Michelle Al Bashir

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EDUCATION

University of Waterloo

Bachelor of Honours Global Business and Digital Arts,
Graduated with Distinction

EXPERIENCE

Zynga - Senior Experience Designer

July 2023 - July 2025

Designed an end to end bingo games experience for 2.1 million monthly active users, generating a 17% uplift in revenue across all user groups.

Worked with the Game of Thrones team to integrate features across teams, as well as user-testing improvements upon them, leading to a feature with a 14% uplift in revenue across all users.

Prodigy Education - Product Designer

Redesigned Prodigy's core loop to increase user agency, depth and progression. Increased DAU engagement by 13%.

Optimized the main Prodigy membership purchase funnel, leading to a 30% increase in conversions.

February 2021 - May 2023

Moves Financial - Product Designer

April 2020 - February 2021

Created a comprehensive cryptocurrency wallet application from the ground up, honing in on readability, ease of use and simplicity.

Built a dynamic flow that cut down the time for users to get onboarded unto Moves and earning income by 30%.

tilr — Product Designer

June 2018 - November 2019

Completely reworked the Create a Job process, focusing on clarity, guidance and learnability, leading to a 25% increase in job postings,

Streamlined the mobile onboarding flow leading to a 184% average increase in converted monthly signups.

Led the design team to introduce version control, modular symbols, responsive artboards, and a design system in our design files.

TOOLS

Figma
Framer
Sketch
Principle
Origami Studio
InVision
Photoshop

PROGRAMMING

HTML/CSS
Javascript
jQuery
coffeescript
Framer.js