Michelle Al Bashir

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EDUCATION

University of Waterloo

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

2013 - 2017

EXPERIENCE

Prodigy Education - Product Designer

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

Creating immersive product experiences that engage and teach grade schoolers math through gameplay and storytelling.

February 2021 - Present

Moves Financial - Product Designer

Created a comprehensive crypto 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%.

April 2020 - February 2021

tilr — Product Designer

Completely reworked the Create a Job process, focusing on clarity, guidance and learnability to create a more simple and understandable flow.

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.

June 2018 - November 2019

WGames — UX Designer

Main UX Designer for Neverland Casino from ideation to launch, identifying, designing, prototyping and internally testing major user flows and patterns.

Created major animations throughout the application, optimizing for speed and clarity of information.

June 2017 - June 2018

ACHIEVEMENTS

HackingGood, 2017

First Place winner in the Education Hackathon category presented by Cisco, Inc and RateHub.

TheNext36 Startup Sprint, 2016

Fourth Place Finalist in the National Disruption Startup Sprint.

TOOLS

Sketch
Figma
Principle
Origami Studio
InVision
Photoshop
Framer

PROGRAMMING

HTML/CSS
Javascript
jQuery
coffeescript
Framer.js