

UI/ UX Designer

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Summary

- A UX Designer passionate about human centered design, understanding users emotional needs and creating interfaces that inspire people in their everyday lives.
- Experienced in the digital field focusing on UX through conducting user research, usability testing and training sessions to ensure the success between users and the product.
- Technical Skillset: Experience strategy, user research, usability testing, information architecture, prototyping and front-end development.
- Professional goal: Looking for a UX/UI designer position to create user friendly interfaces within the software industry.

Professional Experience

Iron Logic Inc., Brampton, ON

April 2021 – Present

UI/UX Designer

- Design easy-to-use, intuitive user experiences and interfaces with consideration to the end-user platform.
- Work with project managers & clients to understand business requirements and processes for superior design proposals.
- Work closely with the development team to gauge the feasibility of proposed designs and ensure support of business requirements while conforming to proposed design standards.
- Present designs for review and positively accept constructive feedback to be able maintain fast-paced agile design cycles.
- Collaborated with the business /clients to understand needs, prototype ideas and provide mock-ups with ongoing revisions based on feedback.
- Design web images for web pages, banner ads, icons, logos, marketing fliers
- Apply knowledge of HTML/CSS and an understanding of how compositions translate to code in order to deliver feasible designs.

[Rogers Accessory Redesign]

- Worked alongside project manager to develop user stories.
- Created the UI design using Agile development while working closely with developers.
- Presented designs to clients for feedback and revisions.

[Rogers Staging Services]

- Developed a platform that would allow administrators to create and implement device services for customers purchasing a new device.

[Ontario Cannabis Store PIM Platform]

- Collaborated with other designers to develop a style guide for the project.
- Clarified the stakeholder's requirements and worked alongside another designer to develop the Project Information Management (PIM) platform.
- Presented designs to clients for review and made revisions based on the feedback

Ergonomic Program Manager

- Started the development of an app called PDAI, a kinematic risk assessment app. This involved creating wireframes and mockups using Sketch software.
- Scheduled usability testing with a group of 30 students to identify areas of improvement with the MyAbilities platform.
- Completed user research through performing product trials and delivering educational and certification materials.
- Delivered comprehensive reports after completing ergonomic services to clients, which consists of on-site visits, physical, or job demand analyses (PDA), on-site workstation assessments and in-person platform training.

Education**UX Certificate/ UX Design: Career Foundry****Project 1: Vela**

Weather forecasting app that helps surfers enjoy their time on the water.

- Conducted user surveys and interviews with 5 participants to identify pain points in the market
- Created user personas and user flows to bring ideal Vela users to life
- Used card sorting and site maps to organize and structure information
- Developed wireframes and prototypes for testing
- Produced a clickable prototype for users to test out the design
- Performed usability testing with 6 participants to assess the user experience of the prototypes
- Refined the design based on usability feedback.

Tools: Optimal sort, Adobe XD, Adobe Illustrator, Adobe Photoshop,

Project 2: Portfolio

Create my own portfolio website using HTML, CSS and JavaScript.

- Learned the basics of HTML; Styled each page following CSS guidelines
- Applied JavaScript coding to improve the design and layout of the website
- Completed cross browser testing to ensure consistency on multiple platforms

Tools: HTML, CSS, JavaScript

Project 3: Lingo & You

Vocabulary app that identifies pain points in other existing products.

- Conducted initial user interviews with 4 participants to understand an entry point and identify previous experiences with vocabulary apps
- Created low fidelity prototyping to generate early concept of Lingo & You's design
- Completed usability testing with 4 individuals to receive feedback on current user experience with the current design
- Improved the design concept based on the feedback given from the usability testing

Tools: Pencil and Paper, Marvel App,