

I'm a UX Designer with a focus on accessibility. Academic projects explored how to achieve positive experiences for neurodiverse users through accessibility, to facilitate independence. I'm a First-class Honours design graduate with a Master of Science degree in User Experience Engineering. I possess experience in user interface and experience design, user research, information data visualisation and front-end development. I have a strong business acumen acquired from expertise in the technology sector, making me confident in decision-making and presenting design rationale.

## Education

### **MSc User Experience Engineering. Distinction**

*Goldsmiths, University of London*

*Sept. 2020 — Sept. 2021*

### **BA (Hons) Information & Interface Design. First Class with Honours**

*University of the Arts London, London College of Communication*

*Sept. 2017 — Jul. 2020*

## Experience

### **UX/UI Designer** *Mendix*

*Apr. 2022 - Present*

Mendix is a low-code platform that provides tools to build, test, deploy and iterate applications.

### **Multidisciplinary Designer** *Cyberdog*

*Aug. 2020 - Mar. 2022*

Working as a multidisciplinary designer for Cyberdog places me at the centre of our small team. My day-to-day responsibilities can range from:

- Creating visual assets for all digital channels including email marketing, social media, app and website
- Development of site content and graphics by coordinating with marketing, event and PR teammates
- Assisting in post-production of images and videos for online use
- Suggesting creative solutions to drive engagement with content, conversion and brand experience
- Reviewing competitors and keeping up to date with the latest design trends
- Delivering results under tight deadlines in a fast-paced environment

### **Designer & Web Designer** *Kitayah Music*

*Feb. 2020 - Jan. 2022*

Responsibilities include; providing designs for branded content across social media; image editing; website design and creation - front-end development; supporting marketing campaigns through the creation of website elements, social assets, landing pages and graphics.

I designed and coded the company website: [www.kitayah.com](http://www.kitayah.com)

### **Scrum Master & Participant** *Global Design Studio*

*Dec. 2018*

A collaborative workshop run across three countries, UK, Denmark & Australia. Focused on online collaboration through services Fuze, Slack and Appear.in to collaborate efficiently with teammates.

I was invited back in March 2020 to participate as a group leader/scrum master, supervising students on their projects, making sure they stuck to schedule and being there to assist with the work produced.

<https://snikfi.wixsite.com/mysite/modual-interact-global>

## Experience cont.

### **Academic Project** *WaterAid*

*Nov. 2018 - Jan. 2019*

UAL & WaterAid collaboration. Brief: design an experience to increase donations through one of the three approaches: educate, activate, or intervene. I designed a 4D immersive room where people could experience the conditions in countries affected by a clean water deficit.

### **UI/UX Designer & Web Developer** *Freelance*

*Aug. 2018 - Sept. 2018*

Working in partnership with r0g\_, UNESCO and the UN, my professor invited me to work on this project. We investigated how social media was being used during the Anglophone Crisis In Cameroon.

My responsibilities included:

- Gathering data using the Facebook Graph API and Facepager
- Sorting this data into .csv files
- Discovering methods of displaying this data interactively
- Coding an interactive webpage that displayed the results, using HTML, CSS & Javascript

<https://snikfi.wixsite.com/mysite/cameroon>

## Short Courses

### **Merit Hardware & Software Program**

*Jan. 2016 - Mar. 2016*

I learnt how to build computers, what the different components of a computer do, such as the motherboard, capacitors, RAM, ROM, hard drives and how to install and change, operating systems.

## Skills

### • Research

Surveys, Screening Surveys, Questionnaires, Interviews, Focus Groups, Observational Studies, Ethnographic Studies, Understanding User Needs, Understanding Stakeholders Needs.

### • Ideation and Prototyping

Design of Mobile & Web applications, Interactive prototypes through Figma and code, User Stories & Personas, Storyboarding.

### • Evaluating and Data Handling

First Click Testing, Tree testing, Gorilla Testing, A/B Testing, Remote User Testing.

### • Adobe Creative Cloud

Using InDesign to create designed PDFs for project submissions and data analysis results. Designing magazines, posters. Adobe XD to create prototypes of web/app interfaces and sharing them clients.

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|---------------------|-----------------|-----------------------|----------------------|
| • Brainstorming     | • Leadership    | • Adobe InDesign      | • HTML / CSS         |
| • Critical thinking | • Prototyping   | • Adobe Illustrator   | • JavaScript         |
| • Collaboration     | • Wireframing   | • Adobe Photoshop     | • 3D Printing        |
| • Experimentation   | • Empathy       | • Adobe After Effects | • Microsoft Suite    |
| • Time management   | • Data analysis | • Adobe Premiere Pro  | • Marvelous Designer |

## Languages - English, Albanian & French

- Albanian is my mother tongue. I am fluent in the Gheg dialect.
- I studied French during secondary school, and obtain a GCSE in the language.