

ELLA NAMIR

UX Designer

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ABOUT ME

I Am UX Designer with extensive research and marketing experience. I use my creativity and expertise to align customer, brand, and business needs. My marketing experience paired with my UX training, allows me to see the bigger picture and connect the dots.

EXPERIENCE

UX Designer

Pitangoux, israel, Jun 2021 - Apr 2022

- **Concepting, Strategy, Sketching, Wireframing, Interaction Design, and Prototyping with Figma, Sketch and XD**
- Investigated user needs and competitor products through structured quantitative and qualitative research. Collaborated with UI Designers, Developers, and Stakeholders
- Leading extensive research projects - in-depth interviews, planning, building and conducting focus groups, literary reviews, surveys and more
- lead UX projects with the client in a wide variety of industries and types of interfaces - applications and complex systems from various industries (financial, health, biological, Ecommerce And more)
- Help clients understand impact vs effort to prioritize work in Agile development sprints

Freelance Marketing Consultant

Self-employed, 2019 - 2021

- **Provided marketing and UX research consulting** for companies of all sizes.
- Helped clients make informed decisions and build the right solutions by investigating user's needs and advising on UX / UI issues to improve.

Marketing Manager

Analyst, Tel Aviv 2018 - 2019

- **Marketing:** Strategic B2C + B2B plan for three subsidiaries from concept to delivery.
- **UX Design:** Lead the design of a marketing website and online service portals for customers. Created new digital assets used for rebranding and as part of the digital transformation.
- Improved campaign conversion by 50% within 6 months by unifying the brand's identity and formulating effective marketing messages.
- **Research:** Conducted market and user research using surveys, competitive analysis, and interviews which uncovered improvement opportunities and guided the solution.

Marketing Director

Top Alpha Investment Ltd, Bnei Brak, 2015 - 2018

- **Created an impactful marketing strategy**, set goals, and established timeframes leading to improved conversion rates.
- **Conducted partial rebranding and a data-based strategy that has succeeded** in increasing audience time spent and engagement with digital content and email marketing. campaigns increased exposure, conversion rates, and brand awareness.

TOOLS

XD Photoshop
Sketch HTML, CSS, WordPress
Figma CRM Salesforce
Axure GTM, Google Analytics
InVision
Webflow

RESEARCH

Usability Testing
Competitive Analysis
Qualitative Surveys
Personas/Journey/
Affinity Mapping
Design Thinking

INTERPERSONAL SKILLS

Analytical Thinking
Verbal & Written Communication
Attention to Detail
Time Management
Collaboration