

# ELLA NAMIR

## UX CX Designer

Portfolio: [www.ellaux.com](http://www.ellaux.com) • [Namir88e@gmail.com](mailto:Namir88e@gmail.com) • +1(438) 509-1239 • Montreal, Canada

### ABOUT ME

With five years of UX design and research experience, I've navigated from freelance projects globally to impactful agency roles. My strength lies in integrating UX, CX, and marketing knowledge with a deep understanding of agile development processes. This combination grants me a comprehensive 360-degree view of the customer journey, enabling me to craft more resilient and complete solutions.

### EXPERIENCE

#### **Lead UX/CX Designer and Researcher** **Vosker, 5/2023 - Present**

- Conduct qualitative and quantitative CX & UX research to inform design and service strategies.
- Develop customer journey maps and service blueprints to identify user needs and service improvements.
- Conduct co-design sprints and workshops, bringing together cross-functional teams to collaboratively develop solutions tailored to specific business challenges.
- Coordinate closely with development and product teams to align user insights with product roadmaps.
- Communicate key customer insights to relevant teams to ensure alignment and focus efforts on achieving a consistent targeted experience.
- Partner closely with Product Owners to integrate technical and business requirements, delivering tailored UX solutions that align with customers goals.

#### **UX Designer** **Self-employed, 5/2022 - 5/2023**

- Guided UX initiatives across diverse industries including financial, marketing, health, biological, and e-commerce, developing applications and complex systems.
- Managed projects from inception to completion, covering all phases from research and design to testing, while ensuring seamless collaboration among researchers, designers, and developers.
- Led significant research endeavors, including in-depth interviews, surveys, focus groups, literature reviews, and surveys.
- Enhanced client decision-making and solution development through comprehensive user need analysis and strategic UX advisement.

#### **UX Designer** **Pitangoux (agency), 2019 - 2022**

- Directed the UX design process from concept to execution, collaborating with agency clients across sectors such as finance, health, and e-commerce to foster a design thinking approach.
- Engaged in concept development, strategy formulation, sketching, wireframing, interaction design, and prototyping, working closely with UI designers, developers, and stakeholders.
- Investigated user needs and competitor products through structured quantitative and qualitative research.
- Assisted clients in assessing impact vs effort to prioritize work in Agile development sprints.

**Marketing Director  
Analyst, 2017 - 2019**

- **Marketing:** Strategic B2C + B2B plan for three subsidiaries from concept to delivery.
- **UX Design:** Led redesign of marketing website and service portals, creating new digital assets for rebranding and digital transformation. Boosted campaign conversions by 50% in six months by streamlining brand identity and messaging.
- **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, 2014 - 2017**

- Developed and implemented a data-driven marketing strategy, including rebranding, which significantly enhanced conversion rates, increased audience engagement, and boosted brand awareness across digital content and email campaigns.

**EDUCATION**

UX Certification Program  
John Bryce, 2020

B.A in Business Management & Communications  
TA University, 2015-2018

**TOOLS**

XD  
Sketch  
Figma  
Axure  
InVision  
Webflow  
Photoshop  
Illustrator  
Qualtrics  
Jira

**RESEARCH**

Competitive analysis  
User interviews  
Personas/Journey/Affinity Mapping  
Focus group planning & Facilitation  
Surveys writing  
High functionality prototypes  
Qualitative usability testing

**INTERPERSONAL SKILLS**

Problem solving  
Quick adaptability  
Leadership acumen  
Strategic insight  
Storytelling  
Creative thinking  
Project management  
Detail-oriented  
Team collaboration  
Resilient nature