

ELLA NAMIR

UX Designer

Portfolio: www.ellaux.com

Namir88e@gmail.com

+1(438)509-1239

Montreal, Canada

EXPERIENCE

UX Designer

Self-employed, 5/2022 - Present

- Lead complex UX design projects from start to finish, ensuring that the design solutions are aligned with the clients' needs and business goals.
- Utilize research methods such as user interviews, focus groups, usability testing, and surveys to gather insights and validate design decisions.
- Work with cross-functional teams to ensure that design solutions are technically feasible and are delivered on time in an agile environment.
- Manage client relationships and communicate project status, risks, and opportunities to ensure on-time delivery within budget.

UX Designer

Pitangoux, 2020 - 2022

- Led the design of intuitive digital products including SaaS, mobile applications and complex systems.
- Investigated user needs and competitor products through structured quantitative and qualitative research.
- Developed various design materials throughout the product requirements and design process, such as high-level conceptual diagrams, wireframes, low-fidelity prototypes, and high-fidelity mockups using Figma, Sketch, and XD.
- Collaborated effectively with technical teams, product managers and owners and UI designers, often across multiple teams and projects.
- Conducted extensive research projects involving in-depth interviews, facilitating focus groups, analyzing literature, surveys, and testing prototypes.
- Achieved consensus and alignment with internal stakeholders by using interactive prototypes to communicate design concepts and UX decisions.

Freelance Marketing and UX Consultant

Self-employed, 2019 - 2020

- Provided marketing and UX design and research consulting for companies of all sizes.
- Translated complex ideas into streamlined, user-centred workflows improving overall user experience.
- Helped clients make informed decisions and build the right solutions by investigating users' needs and advising on UX issues to improve.
- Implemented research plans for market research firms (e.g. [Geocartography Knowledge Group](#), [Shiluv I2R Market Research](#)) and UX/UI agencies (e.g. [UED](#), [Tzur](#)) through user interviews, focus groups, and surveys.

Marketing Director

Analyst, 2017 - 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, 2014 - 2017

- 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
Sketch
Figma
Axure
InVision
Webflow
Photoshop
Jira
Confluence
Mural
Usertesting.com

RESEARCH

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

INTERPERSONAL SKILLS

Analytical thinking
Verbal & Written communication
Attention to details
Time management
Collaboration

EDUCATION

UX Certification Program
John Bryce, 2020

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