

ELLA NAMIR

UX Designer

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ABOUT ME

I'm a professional UX Designer specializing in research with over three years of experience. My background as a marketing director provides me with the ability to look at a product or a platform from the business, marketing and UX perspective which allows me to see the bigger picture and connect the dots.

EXPERIENCE

UX Designer

Pitangoux, Apr 2021 - May 2022

- Concepting, Strategy, Sketching, Wireframing, 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.
- Lead 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).
- Helped clients understand impact vs effort to prioritize work in Agile development sprints.

Freelance Marketing and UX Consultant

2019 - 2021

- Provided marketing and UX design and 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 issues to improve.

Marketing Director

Analyst, 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, 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.

EDUCATION

UX Certification Program
John Bryce, 2020

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

TOOLS

XD
Sketch
Figma
Axure
InVision
Webflow
Photoshop
Illustrator

RESEARCH

Usability Testing
Competitive Analysis
Qualitative Surveys
Personas/Journey/Affinity Mapping
Design Thinking
Focus Group Mediation
Surveys Writing
Prototype

INTERPERSONAL SKILLS

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