

ELLA NAMIR

UX Designer

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Montreal, Canada

ABOUT ME

I am a highly skilled and accomplished UX designer with four years of experience, specialties in research and a background in marketing, located in Montreal, Canada.

EXPERIENCE

UX Designer

Self-employed, 1/2022 - Present

- Translating complex ideas into streamlined, user-centred workflows through comprehensive research and analysis.
- Developing intuitive and user-centred design interface solutions for various types of digital products including SaaS, mobile applications, and complex systems.
- Managing end-to-end projects, defining requirements, designing and testing, and collaborating with designers and developers.
- Aiding in the creation of user stories and supporting engineering teams during scrum sprints.

UX Designer

Pitangoux, 2020 - 2022

- Created concepts, strategies, sketches, wireframes, and prototypes using Figma, Sketch and XD.
- Investigated user needs and competitor products through structured quantitative and qualitative research.
- 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.

Freelance Marketing and UX Consultant

Self-employed, 2019 - 2020

- 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, 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
Illustrator

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
TO University, 2015-2018