

Ariana R. Mora

UI/UX DESIGNER & ENGINEER

Waterloo, ON, CA

+1 226 9894684

hello@arianamora.com

arianamora.com

Impactful design
that users
understand.

Summary.

3 year experience creating UI/UX for companies to achieve their goals in terms of conversions and engagement, by clearly communicating the value offered to their customers.

Proficient at utilizing UX techniques - personas, customer journey, use cases, user stories, process flows, wireframes, prototypes - to deeply understand problems, customer needs and develop creative and functional solutions.

In-depth experience creating mobile and web apps, websites, branding, data visualization and information architecture.

Thrive in fast-paced startup and corporate environments (some remote), following Agile methodologies, with low supervision.

Education.

University of Waterloo
Ontario, Canada

Bachelor of Applied Science in
Management Engineering*
June 2016

* Co-operative Program: completed
6 job placements.

Work.

Amora Studio (Freelance)

Jan 2017 - Present

UI/UX Designer

web app design

web design

branding

marketing

Revamped design of digital products to better convey their value to customers, focusing on improving conversions and engagement, using Sketch, InVision and Wordpress.

🏆 **EMAGIN** - Lowered bounce rate (↓47%), by improving information architecture and conversion process.

🏆 **Duelit** - Increased conversion rate (↑7%), by updating design and language to match their customer personas.

🏆 **Operations Ally** - Reduced task time (↓22%), by rearranging process and focusing on relevant activities only per task.

UX Tools: Personas, process flow, information architecture, customer journey, wireframes, low-fi prototype, hi-fidelity prototype, mockups, implementation (Wordpress).

Skills.

Design.

UI, UX, Design thinking, Design sprints

Rapid prototyping, Wireframes, Mockups, Sketching

Customer journeys, User stories, Use cases

Research, Testing

Interviews, Surveys, Data Analysis

Tools.

Sketch

Balsamiq, Paper prototyping

InVision, Marvel

Affinity, Illustrator, Photoshop

Hand-drawing, Calligraphy

Tangled (Co-founder)

Jul 2016 - Dec 2016

UI/UX Designer & Dev.

mobile app design

web design

branding

marketing

Led design process from concept to implementation, integrating our personalization functionality to deliver a much more tailored and concise experience to our users. Used Sketch and InVision to create prototypes for quick validation, and Xcode for our functional prototype.

🏆 Decreased task time (↓66%), by improving information architecture and providing more relevant results to users.

🏆 Reduced design problems (↓76%), through usability testing with 36 users during 4 design iterations.

UX Tools: Interviews, surveys, personas, customer journey, conceptual design & research, wireframes, low-fidelity prototype, hi-fidelity prototype, mockups, user testing, usability testing.



There's more!
Continue on the next page.

Work. (continued)

TD Innovation Labs

Sep 2015 - Dec 2015

UI/UX Designer

web app design mobile app design web design graphic design

Designed software products for 3 development teams following a modified version of Google Design sprint method. Translated conceptual ideas involving new technology into designs of compelling customer experiences, using paper prototypes, Sketch and Marvel.

🏆 Generated ~3 prototypes per week, using rapid prototyping methods to quickly validate solutions.

🏆 Saved 3+ hours of designer time per week, by improving design process and integrating hand-off tool.

UX Tools: Problem research, group ideation, personas, process flow, customer journey, paper prototypes, testing, user stories, use cases, wireframes, low-fidelity prototype, hi-fidelity prototype, mockups, graphical asset design, documentation.

Code.

HTML5, CSS3

Javascript, JQuery, Bootstrap,

MySQL, PHP, Ajax, Swift

Tools.

Git, Bitbucket

Jira, Jenkins

Xcode, Atom

NeuRecall (now Syngli)

May 2014 - Apr 2015

Web Designer & Dev.

web app design web design branding graphic design

Designed overall look and feel of platform to achieve a modern style, using jQuery, Javascript and Bootstrap. Designed and implemented functionality such as profiles, data visualization and progress tracking tool, and an interactive networking feature using jQuery, AJAX, Charts.js.

🏆 Designed data visualization tool, delivering more granularity and 25% more data insights than competitors.

🏆 Reduced task completion time (↓28%), by using AJAX calls for asynchronous information manipulation.

UX Tools: Conceptual design & research, paper prototypes, hi-fidelity prototypes, graphical asset design, documentation.

Management.

Project management, Product management

Leadership, Cross-functional team collaboration

Continuous learning

Tools.

Google Docs, Slack

Asana, Trello, Basecamp

Agile, SCRUM

TypeForm, MailChimp

Outly (part-time)

Jan 2015 - Apr 2015

UI/UX Designer

mobile app design branding graphic design

Led design team to develop exceptional user experience for social mobile application using UX techniques and user interviews, to promote engagement and customer loyalty.

UX Tools: Problem research, group ideation, personas, process flow, paper prototypes, testing, use cases, wireframes, low-fidelity prototype, documentation.

TransferList (part-time)

Jan 2015 - Apr 2015

UI/UX Designer & Dev.

web app design branding

Designed and developed user interface of software platform for sports industry, to deliver professional feel and trust, using HTML, CSS, Bootstrap, jQuery.

UX Tools: Research, personas, use cases, wireframes, low-fidelity prototype, hi-fidelity prototype, wireframes, mockups.

For the rest of my professional profile and work experiences (Trench, Frito Lay, Zynga) check out: www.linkedin.com/in/arianaromo/