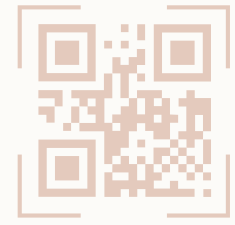


# EMMY ALI



## PRODUCT DESIGNER

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[HTTPS://EMMYALI.CA/](https://EMMYALI.CA/)

### ABOUT ME

She loves coding and design because they enable her to translate ideas into visually captivating digital experiences. It's not merely a job for her; it's her creative outlet, where each project presents an opportunity to introduce innovation and excitement to the digital world. Ultimately, her passion lies in crafting user-friendly interfaces, and every project she undertakes allows her to express her enthusiasm for creating engaging experiences.

### EDUCATION

#### British Columbia Institute of Technology

January 2023-May 2024 | Diploma | BC  
New Media Design and Web Development

#### Cass Training Institute, Sydney, Australia

March 2014-May 2016 | Diploma | NSW  
Project Management and Human Resources

#### University of Economics, Varna, Bulgaria

September 2008-May 2011 | Master Degree  
Banking and Finance

### SKILLS & COMPETENCIES

Figma | Adobe Illustrator | Miro | Adobe  
Photoshop | InVision | InDesign | UI Design  
UX Design | UX Research | Prototyping | Data  
Analysis | Information Architecture | HTML /  
CSS / JS | React JS | React Native | Project  
Management | Effective Communication

### LANGUAGES

English: Fluent	Bulgarian: Native
Turkish: Fluent	Spanish: Basic
French: Intermediate	German: Basic

### EXPERIENCE

#### Product Designer

Acuren | Feb 2022 - ongoing

- Conducting quantitative and qualitative user research.
- Creating customer journey maps, user flows, and wireframes.
- Designing and creating mobile & web interfaces.

#### Product Designer & Developer

Freelancer | Oct 2022 - ongoing

- Developing hi-fidelity prototype to demonstrate user flow using quantitative and qualitative data.
- Customizing Client Websites with WordPress CMS, Webflow, and Squarespace.
- Customizing Website Design and Development, Digital Marketing Strategy, and Digital Consulting.
- Coding websites for clients with a knack of finding innovative solutions.

#### Digital Experience and Media Specialist

SAP | Apr 2024 - July 2024 (internship)

- Supported video and digital assets production for internal campaigns and events.
- Developed creative pieces, infographics, presentations, graphics, videos, and webpages on an as-needed basis or assisted colleagues on the creation of these pieces.
- Be present at live events and production of video footage and events.

### FEATURED PROJECTS

#### Product Designer

BCIT Case Study | MSRA App | 6 weeks

- Conducted preference test, first click test, and live site task to determine the current sites usability.
- Developed hi-fidelity prototype to demonstrate user flow using quantitative and qualitative data.

#### UX Designer

BCIT Case Study | Toronto Cupcake | 9 weeks

- Created flowchart, persona, and journey map to visualize and gain insight on user flow.
- Developed UX solutions to improve site's functionality and usability using wireframes & hi-fidelity prototypes.