

Hanniya Zohdi.

UX Designer

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Experience

UX/UI Designer II, Machobear Studios Inc

July 2022 - Present

- Spearheaded the development of design systems and integration of design tokens for diverse B2B and B2C products, fostering uniformity in user interfaces and streamlining collaboration between design and development teams
- Led the product development life cycle for liv.rent/blog, orchestrating a redesign that involved close collaboration with the marketing team for user analysis and the development team for optimization, driving a boost in organic traffic (+32%), decrease in bounce rate (-22%), and a 50% surge in impressions
- Introduced usability testing with UserTesting, guiding users through Figma prototypes achieving a 15% increase in users navigating the happy flow, optimizing overall product engagement
- Executed in-depth secondary user research for real estate management systems, employing both qualitative and quantitative methodologies

UX Engineer, ProProjects Ltd.

March 2021 - Present

- Established and implemented design guidelines, incorporating Gestalt principles for visual organization and adhering to WCAG standards for accessibility, ensuring a seamless and accessible user experience
- Revamped major hotel chain booking portals using React, Angular, Javascript, HTML/CSS, and PHP, resulting in a streamlined user experience that significantly decreased the support pain point (-15%)
- Applied responsive design and mobile coding practices, yielding an exceptional mobile experience and a significant boost in conversions

UX Designer, Burrard Strategy

Jan 2020 - June 2021

- Led end-to-end design and full-stack engineering for political party campaign websites, achieving an average MAU of 5,000
- Revamped customer-facing entities, prioritizing user experience and yielding 18,000+ yearly impressions with an impressive 8.9% CTR
- Published and strategically distributed collaterals, ads, and visuals across Canada via physical print marketing channels, significantly boosting brand visibility and recognition.

Surface Design Developer, tentree

Sept 2019 - Jan 2020

- Created highly-featured designs for apparel and accessories which contributed to a \$10 million in SS21 revenue generation
- Optimized storefront displays to enhance the visual appeal and strategic positioning of tentree apparel products, directly contributing to increased purchases and heightened product engagement

Education

B.Sc. Computer Science

Minor in Digital Humanities

University of Western Ontario

Certifications

UX Design Professional Certificate

Google, Coursera

User Experience Research and Design Specialization

University of Michigan, Coursera

Skills

Human-centered Design

User Research

Accessibility Design

Information Architecture

Wireframes

Prototyping

Design Systems

SCRUM and Agile Methodologies

HTML/CSS/Javascript

PHP, MySQL

Java and Android Studio

Tools

Figma, Sketch, Adobe XD, Miro, Hotjar,

UserTesting, Webflow, Wordpress,

Unbounce, Adobe Creative Suite (Ps, Ai, Id),

Jira, Confluence, Github, VSCode, Android

Studio, Eclipse

Projects

Trackpack

Fullstack developer for Android app

Awarded top programmer

Investar

UX designer and engineer for web app

Awarded Entrepreneurial Hack Winner