

# Hanniya Zohdi.

UX Designer

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## Experience

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### UX/UI Designer II, Machobear Studios Inc

July 2022 - Present

- Spearheaded the development of design systems and integration of design tokens for diverse B2B/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 surge in impressions (+50%)
- Introduced usability testing with UserTesting, guiding users through Figma prototypes achieving a 15% increase in users navigating through the happy flow

### 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, Javascript, HTML/CSS, and PHP, resulting in a streamlined user experience that significantly decreased time spent on website management (-65%)
- Applied responsive design and mobile development practices, yielding an exceptional mobile experience and a boost in conversions (+12%)

### UX Designer, Burrard Strategy

Jan 2020 - June 2021

- Led end-to-end design from ideation to implementation for political party campaign websites, achieving MAU of 5,000
- Revamped internal web branding, prioritizing user experience and yielding 124,000+ yearly impressions and a CTR increase (+8.9%)
- Published and strategically distributed collaterals, ads, and visuals across Canada through 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 revenue generation in SS21
- Optimized storefront displays to enhance visual appeal and strategic positioning of tentree apparel products, directly contributing to increased purchase spike and heightened product engagement (+12%)

## Education

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### B.Sc. Computer Science

#### Minor in Digital Humanities

University of Western Ontario

## Certifications

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### UX Design Professional Certificate

Google, Coursera

### User Experience Research and Design Specialization

University of Michigan, Coursera

## Skills

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Human-centered Design  
User Research  
Accessibility Design  
Information Architecture  
Wireframes  
Prototyping  
Design Systems  
Design Tokens  
SCRUM and Agile Methodologies  
HTML/CSS/Javascript  
PHP, MySQL  
Java and Android Studio

## Tools

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Figma, Sketch, Adobe XD, Miro, Hotjar, UserTesting, Webflow, Wordpress, Unbounce, Adobe Creative Suite (Ps, Ai, Id), Jira, Confluence, Github, VSCode, Android Studio, Eclipse

## Projects

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### Investar

UX designer and engineer for web app  
Awarded Entrepreneurial Hack Winner

### Trackpack

Fullstack developer for Android app  
Awarded top programmer