

Aizhan Zakai - Product Designer

aizhan.zakai@gmail.com | 437-267-7200 | Toronto, ON | Portfolio: <https://www.aizhan.ca/>

PROFILE:

Product Designer experienced in UI/UX design of **web and mobile products** focusing on **user research, design systems and interaction design**. 4 years of experience in Agile project delivery, stakeholder management and process improvement in Financial domains. I thrive in a collaborative, diverse environment and deliver user-centric solutions that meet business and user requirements.

AREAS OF EXPERTISE:

Prototyping	User Testing	User Journey Mapping
User Research	Agile, Lean methodologies	HTML and CSS
Interaction Design	Information Architecture	Design Sprints

TECHNICAL SKILLS:

Figma	Adobe Illustrator	Asana, JIRA
Invision	Zeplin	Hotjar
Adobe Photoshop	Miro, Mural, Figjam	Keynote

EXPERIENCE

UX/UI Designer

Cosmic Design October 2022 - Present

- Delivered medium-to-large web, mobile and digital products in a fast-paced, collaborative environment
- Performed web audits, developed Information Architecture and maintained project documents and libraries.
- Developed reusable components & design systems, improving design efficiency and saving development time by 20%
- Created a new feature (mobile and web interactive game) that generated over 120 sign-ups in one month for the client

Product Designer

Paperstack (Contract) April 2022 - October 2022

- Worked with FinTech startup founders on web UI/ UX of e-commerce platform
- Conducted User Research by performing user interviews, A/B testing, CJM, User Flows, User Personas, workshops
- Delivered responsive web design and dashboard mock-ups, resulting in a 35% increase in user engagement metrics
- Created UI kit, design guidelines and a component library for the Dev team, improving design-to-dev handoff.

UX/UI Designer

Uprock School of Design August 2021 - April 2022

- Designed hi-fi interactive web and mobile (iOS) prototypes focusing on UI patterns and accessibility
- Collaborated with other designers to define product specifications using qualitative and quantitative methods
- Developed and maintained 70+ responsive and reusable components for shared library based on Human Interface and Material Design guidelines.
- Performed usability tests on five users achieving an 85% task completion rate.

Talent and Career Specialist:

Juno College of Technology, Capital One, Randstad Dec 2017 - March 2021

- Delivered career workshops to Web Dev students. Collaborated with the Marketing team to launch a mentorship program achieving 60+ job placements in 7 months.
- Managed full-cycle recruitment of Engineering and Product for clients, generating over \$400K of annual revenue.

ADDITIONAL EXPERIENCE

Product Owner (Part-time)

ITM House March 2019 - Jan 2020

- Provided support with SDLC management to release digital crypto-currency product features in an agile environment. Wrote user stories and coordinated workflow between Design, Product and Development

Never Too Late

Content Creator

April 2020 - Present

- Write and curate a Medium blog on career and UX/UI topics.

EDUCATION:

- Uprock School of Design: UI/UX Design (2021)
- University of Toronto: B.A. in Political Science, Statistics and Sociology (2017)

CERTIFICATIONS:

- User Experience Design at Accenture Digital (2021)
- Intro to Web Development at Juno College of Technology (2020)
- Advanced Product Management at Product Faculty (2020)