



IAN

[VIDEO INTERVIEW](#)

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WORK EXPERIENCE

MULTIMEDIA SPECIALIST CONSULTANT

Party Bounce House Rentals | Feb 2025 - Jul 2025 (5 months)

- Led a complete rebranding and UI/UX overhaul that boosted user engagement and booking conversions using visual design, layout optimization, and automation tools.

META ADS DESIGNER AND COPY WRITER

MOXIE | Dec 2024 - Feb 2025 (2 months)

- Created 10-20 Meta ad creatives daily tailored for 300+ med spa clients, boosting conversion rates and lead generation with optimized visuals and ad copy.

UI/UX DESIGNER, COPY WRITER

CPD Home | May 2024 - Nov 2024 (6 months)

- Redesigned website and marketing collaterals, improving engagement by 40% and increasing product adoption through user research and prototype testing.

UI/UX DESIGNER

Project Synergy | Mar 2024 - Apr 2024 (1 month)

- Redesigned Canadian Insulin and Border Free Health websites to improve satisfaction and drive higher conversion, achieving significant revenue uplift.

UI/UX DESIGNER

Mobile Pushers | Feb 2024 - Mar 2024 (1 month)

- Enhanced marketing site UI, boosting engagement, retention, and product adoption through rigorous UX testing and refinement.

UI/UX DESIGNER, COPY WRITER

Healeze | Dec 2023 - Feb 2024 (2 months)

- Led UI/UX and copy refresh for mobile clinic platform, increasing satisfaction metrics and reducing bounce rate through strategic testing.

LEAD UI/UX DESIGNER

Zipliens | Sep 2023 - Nov 2023 (2 months)

- Delivered portal redesign with user-focused wireframes and UI, reducing deployment time and boosting engagement.

UI/UX DESIGNER

Doconchain | Jul 2023 - Sep 2023 (2 months)

- Improved app usability, retention, and adoption through blockchain UX innovation, testing, and iteration.

SKILLS/AREAS OF EXPERTISE

- UI/UX Design
- Graphic Design
- Video Editing
- Motion Graphics Design
- Wireframing and Prototyping
- Visual Branding and Identity
- Website Design
- Storyboarding
- User Research and Testing
- Email Marketing Design

TECHNOLOGY

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe After Effects
- Zeplin
- Framer
- Canva
- Sketch
- ProtoPie
- Vegas Pro
- Microsoft Word
- Google Sheets
- Mailchimp
- Klaviyo
- Make (Integromat)
- Zapier
- ManyChat

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WORK EXPERIENCE

UI/UX DESIGNER

Azova | Mar 2023 – Jul 2023 (4 months)

- Refined UI for telehealth platform, improving engagement, reducing bounce rate, and raising satisfaction scores.

SENIOR UI/UX DESIGNER

Nimbyx | Nov 2022 – Mar 2023 (4 months)

- Redesigned healthcare platform, improving user engagement and brand recognition through research and usability testing.

LEAD UI/UX DESIGNER

CPD Home | May 2024 – Nov 2024 (6 months)

- Redesigned website and marketing collaterals, improving engagement by 40% and increasing product adoption through user research and prototype testing.

UI/UX DESIGNER

Split Dragon | Apr 2022 – Nov 2022 (7 months)

- Overhauled SaaS UI/UX, optimizing product usability through research, user stories, and consistent visual design.

LEAD CREATIVE DESIGNER

Quiet Valor | Mar 2022 – Apr 2022 (1 month)

- Designed branding and multimedia assets for The Jon Schultz Podcast, aligning visuals with marketing strategy.

SENIOR UI/UX DESIGNER

EVA | Feb 2022 – Mar 2022 (1 month)

- Redesigned telemedicine platform, conducting A/B testing and UX flows to increase lead conversions.

LEAD UI/UX DESIGNER

Alina | Jan 2022 – Feb 2022 (1 month)

- Led site revamp for aligner brand, conducting UX research and prototyping to increase usability and leads.

LEAD UI/UX DESIGNER

Neuprotec | Dec 2021 – Jan 2022 (1 month)

- Delivered responsive UI design for medical supply site, improving user interaction and design consistency.

UI/UX DESIGNER

DAO SEA | Nov 2021 – Dec 2021 (1 month)

- Designed a DAO directory site, including UX strategy, storyboards, and interface consistency.

UI/UX DESIGNER

Soulmapes | Oct 2021 – Nov 2021 (1 month)

- Delivered end-to-end web design from wireframes to handoff for an immersive website experience.

UI/UX DESIGNER

Meeta | Sep 2021 – Oct 2021 (1 month)

- Designed and iterated UI/UX flows using prototypes, style guides, and stakeholder feedback.

UI/UX DESIGNER

Edgecoin | Aug 2021 – Sep 2021 (1 month)

- Contributed to financial web design by refining product-market fit through UX insights and iteration.

SENIOR UI/UX DESIGNER

Monocle | Jun 2021 – Jul 2021 (1 month)

- Developed UX for AR children's app, integrating educational content into game-like mobile experience.

LEAD PRODUCT DESIGNER

Retroland | May 2021 – Jun 2021 (1 month)

- Designed product features and improved visual consistency for a nostalgic digital product.

UI/UX DESIGNER, GRAPHIC DESIGNER

Taft Properties | Jan 2021 – May 2021 (4 months)

- Delivered responsive website and multimedia content, enhancing sales and site performance.

UI/UX DESIGNER

RoseHosting | Dec 2020 – Jan 2021 (1 month)

- Led UX/UI redesign for NVMe hosting front-end, implementing UI components and behavior testing.

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