

Blendi Braha

UX Designer & Researcher

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EDUCATION

BrainStation, Toronto, ON — *Certification, UX/UI Design.*

March 2018

Areas of study within user experience design include digital product management, user research, information architecture, sketching & wire-framing, experience mapping, usability testing, visual design, responsive website design, user interface design, prototyping, interaction design and methodologies.

York University, Toronto, ON — *Bachelor of Arts in Psychology with Honours.*

February 2018

Areas of study focused on deep understanding of social psych., abnormal psych., cognitive and behavioural psych., statistics and quantitative methods.

EXPERIENCE

BrainStation, Toronto, ON — *"Cura" UX Design Capstone Project*

January 2018 - March 2018

Cura attempts to answer "How might we bridge the information gap between medical professionals and client's medical record." The final submission included process work, a hi-fidelity mobile app prototype and a responsive marketing website that showcased my design solution.

Rami Rodgers (Psychotherapy Services), Toronto, ON — *Research Assistant*

September 2015 - October 2017

- Research digital products that can be used to enhance the counselling services provided
 - Journaling (text, voice, photo and video).
 - Prompt clients to capture moments of their day and write down their activities during that moment, how they were feeling, and what they were thinking so that a better understanding can be made of their daily life.
 - Review and organize entries in advance so that they can easily be discussed during the session. Discuss reoccurring themes, patterns and develop possible questions.
- Pleasant activity scheduling and journaling
 - Scheduling activities in the near future that clients look forward to and prompting them to participate and journal their experience.

York University, Toronto, ON — *"Stress & Eating Behaviour in Male Undergraduate Students" Undergraduate Thesis*

September 2016 - April 2017

Conducted scholarly research, surveys and quantitative research to better understand emotional dysregulation in relation to stress, procrastination, and compulsive eating.

SKILLS

Research

User Interviews
Photo Digital Journaling
Journaling
Competitive Analysis

Quantitative Surveys
Persona Creation
Journey Mapping
Usability Testing

Design

Branding
Wireframing
Rapid Prototyping
Concept Sketching

Design Sprints
Information Architecture
Task Analysis
Responsive Web Design

TOOLS

Sketch
Invision
SPSS

Keynote
Flinto
Webflow

Zeplin
Adobe Photoshop
Microsoft Office

Knowledge of
HTML and CSS