



Elias Fares

MASc in Human-Computer Interaction

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Summary

Passionate about understanding customer needs and solving problems through user-centred design thinking. Experience working as a solo cross-functional Product (UX) Designer owning all aspects of design within an organization. Capable of providing simple, intuitive mockups through user research, experimentation, design and revision. Consistently learning and collaborating with product managers, engineers and other designers.

Work Experience

Lead UX/UI Design Instructor [BrainStation, Toronto, ON Nov 2019 - Present](#)

- Guided students through the fundamentals of user experience, user-centered design thinking, creative problem solving and prototyping a digital product
- Discussed the practice of transforming user goals and requirements into intuitive and functional digital interfaces
- Introduced fundamental design principles, best practices, design trends and patterns relevant to crafting an elegant UI
- Taught design tools and methods by emphasizing the elements and approaches used to design digital experiences
- Evaluated and critiqued digital applications and assessed student's design choices and interactive prototypes

Product Designer & Owner [The Sampler App Inc., Toronto, ON Apr 2019 - Present](#)

- Prioritized feature recommendations and UX changes based on in-depth product design review
- Created user flows and sitemaps to outline the user experience and found pain points to improve
- Analyzed Google Analytics and Hotjar data to understand user behaviour, funnels and goal success rates
- Built a product roadmap and prioritized team objectives, features and new initiatives
- Lead the Consumer Experience team to redesign physical packages consumers receive and influenced branding

UX Designer [Askuity, acquired by The Home Depot, Toronto, ON Dec 2017 - Mar 2019](#)

- Recruited as the first and only in-house UX Designer where I own the entire design process from start to finish
- One year after being recruited and updating application designs and user flows, the company became acquired
- Reduced design iterations by conducting thorough user research and interfacing with clients and project stakeholders
- Socialized and executed design vision at meetings by presenting and defending design decisions to UI changes
- Identified several low-effort high-impact usability issues by completing a product review
- Created and prioritized user stories to be completed in an agile work methodology
- Won over customers that were about to churn by creating and showing a clickable prototype of new features
- Optimized user experience by leading user interviews and analyzing observations from user tests
- Established and maintained brand standards and consistency by devising a company-wide style guide
- Decreased development time by educating engineering team about agile methodology and sprint planning

UX/UI Designer [Feenics Inc., Ottawa, ON Aug 2016 - Nov 2017](#)

- Designed wireframes in Balsamiq to quickly visualize the re-design of a complex desktop application into a browser
- Reduced support calls by facilitating usability tests to validate that UI is user-friendly using an interactive prototype
- Won over a difficult stakeholder by redesigning entire enterprise SaaS application to be more intuitive and responsive
- Cultivated user-centered design thinking by educating employees about UX principles and design best practice
- Improved application ease of use by running usability tests and observing user interactions with UI
- Satisfied customer needs and increased user subscriptions by designing and developing new mobile application

Education

Carleton University [Ottawa, ON](#)

Masters of Applied Science in Human-Computer Interaction, 2017

Bachelor of Engineering, 2013