

Elias Fares

Senior Product Designer

+1 613-265-1877 

efares11@gmail.com 

elifares.com 

linkedin.com/in/EliFares 

Summary

A design leader who is passionate about understanding consumer 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 and interactive prototypes through user research, experimentation, design and revision. Consistently learning and collaborating with product managers, engineers and other designers.

Education

Masters in Human-Computer Interaction

Carleton University

Bachelor of Engineering

Carleton University

Skills

Product Design, Leadership, UX Design, Interaction Design, Product Thinking, UI Design, Human-Computer Interaction, Heuristic Evaluation, Design System Management, Wireframing, Rapid Prototyping, Agile Methodology, Figma, User-Centered Design, User Research, User Flow, User Interviews, Usability Testing, HTML, CSS & JavaScript

Work Experience

Senior Product Designer

Moves Financial | Mar 2020 - Present

- Designed the Moves flagship application and oversaw designs of the marketing website and crypto wallet interface.
- Conducted user interviews to find underlying user needs and discover product market fit.
- Created the Moves design system from scratch and presented the UI components to the development team.
- Mentored junior designers and educated them on design trends and aided in design challenges in the workplace.

Lead UX/UI Design Instructor

BrainStation | Nov 2019 - Present

- Guided students through fundamentals of UX, user-centered design thinking, problem solving and prototyping.
- Discussed the practice of transforming user goals and requirements into intuitive and functional digital interfaces.
- Introduced essential design principles, best practices, design trends and patterns relevant to crafting an elegant UI.
- Evaluated and critiqued digital applications and assessed student's design choices and interactive prototypes.

Product Designer & Product Owner

The Sampler App Inc. | Apr 2019 - Mar 2020

- Prioritized feature improvements and overall UX changes by performing a product design review.
- Created user flows and sitemaps to optimize the customer journey and improve overall user experience.
- Analyzed user data and funnels to understand user behaviour and goal success rate.
- Built product roadmap and prioritized team objectives, features and new initiatives.

UX Designer

Askuity, acquired by The Home Depot | Dec 2017 - Mar 2019

- Recruited as the first and only in-house UX Designer and owned the entire design process from start to finish.
- Identified usability issues by completing an in-depth product review.
- Optimized UX by leading user interviews and synthesizing observations.
- Established and maintained UI consistency by creating a design system.