

FADI RIZK

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416-579-3720

Product Designer

SKILLS

User research
User interviews
Sketching
Wireframing
Prototyping
User testing
UI & Visual design
Data-informed design
Iterative design
UX writing

TOOLS

Figma
Sketch
InVision
Webflow

EDUCATION

Brainstation

Sep 2017 - Dec 2017

UX Design Bootcamp

University of Tasmania

Feb 2007 - Dec 2011

B.Pharm

EXPERIENCE

Venngage

Product Designer | April 2019 - Present

- Led the design of real-time collaboration—increasing Business plan users with a team from 1% to 10%
- Using a mix of qualitative and quantitative research, I redesigned the Venngage landing page UX to increase registration rates from 18% to 34%
- Led the design of our diagramming feature set. Going from 0 to 3 new widgets in eight months
- Held a series of workshops to help the company adopt Basecamp's Shape Up methodology
- Built an internal tool modelled on Shape Up to help manage large projects—now being used by the entire product team

Iristel

Product Designer | January 2018 - April 2019

- Led the redesign of Sugar Mobile's desktop and mobile applications covering all aspects of the customer journey from onboarding to account management
- Facilitated a service design blueprint workshop to capture an end-to-end surface-to-core of the Sugar Mobile customer experience
- Reduced the Sugar Mobile app navigation from 11 to 3 sections by conducting a series of card sorting exercises
- Conducted a series of unmoderated user testing sessions to continuously validate design decisions before handing off to engineers

[Curious about what I did before 2018? Check out my LinkedIn →](#)