



ISABEL ARIAS

UX DESIGNER

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I'm a user experience designer & interface designer based in Montreal. I have 10 years of professional experience in the field of technology and design. My expertise is based on interaction design, website usability, information architecture, ergonomics, visual design and I love simplifying complex process. I will love to do more user research in my next challenge.

SKILLS / RESPONSIBILITIES

- ★★★ User Experience Design
- ★★★ Ergonomics & Usability
- ★★★ Information Architecture
- ★★★ Prototyping
- ★★★☆☆ User Interface Design
- ★★★☆☆ Facilitator
- ★★★☆☆ Research

TOOLS

- ★★★ Adobe Creative Suite
- ★★★ Invision / Marvel / Adobe XD
- ★★★☆☆ Sketch
- ★★★☆☆ Axure
- ★★★☆☆ Zeplin.io
- ★★★☆☆ HTML & CSS
- ★★★☆☆ JavaScript Knowledge

PROFESSIONAL EXPERIENCE

UX Design UI Design Web Integration Maternity Leave



2020

CANADA

R3D / Cogeco

UX Consultant

Analysis

- Support the PO and the BA in the validation of the functional requirements of the different web applications

Ideation, flows and design

- Transform business needs into real, functional user interfaces
- Information architecture
- Creation of wireframes and flows
- Create prototypes in Adobe XD
- Responsive Design
- Facilitate design reviews

User Interface Design

- Create a design system to standardize the different web applications of the Cyber Security department.
- Creation of UI design and guidelines for developers



2019

CANADA

Maternity

1 Baby Boy



2017-2018

CANADA

R3D / Desjardins

Ergonomic / UX Consultant

Analysis

- Market research
- Facilitate workshops: scenarios, user story mapping, design reviews.
- Help POs to define user requirements and needs
- Brainstorm and Ideation sessions with POs, web advisors and BAs

Prototyping and flows

- Improve the UX of different DAE projects
- Paper prototypes and Axure prototypes
- Responsive and adaptive web app
- Respect Desjardins branding and guidelines

Other responsibilities

- Advice stakeholder in UX best practices and user research
- Contribute to Desjardins UX and UI library development
- Agile methodology



2017-2016

CANADA

AppHelp / AppDirect

UX / UI Designer

Research

- Conduct user research (customer journeys, interviews, usability test and plug analytics)
- Gather user feedback
- Task analysis and process analysis with agents
- Participate in collecting and bringing user and products requirements

Ideation and design

- Define Information Architecture and UI navigation
- Sketches, wireframes, and flows for early validation and test
- Interaction design
- Prototyping, paper prototyping and usability tests
- Mockups, guidelines and documentation for developers

Collaboration

- Collaborate closely with the product team to define requirements
- Participate in workshops and brainstorm to generate ideas and new concepts
- Evangelize and implement UCD at AppHelp
- Mentor a junior designer



2015-2016

CANADA

Social Orra

UX / UI Designer

User Experience Design

- Help to define business and user needs
- Help to define the product
- Help with user research and personas
- Research competitors and industry standards and best practices
- Define the information architecture and flow diagrams
- Gather, process and organize complex design requirements
- Translate requirements into well-defined wireframes
- Paper prototyping
- Usability testing Strategy
- Documentation: usability and design patterns
- Work along with front-end staff and do workshops and brainstorming with the team
- Develop templates and functional prototypes (Axure)

User Interface Design

- Create high fidelity visual mockups

PROFESSIONAL EXPERIENCE



2014-2015

CANADA

R3D

UX / UI Designer

User Experience design

- Work close with Product owners, project managers, SCRUM masters, business analyst and programmers
- Help to analyse user and business needs
- Helping in the conception of easy to use and user-friendly products.
- Interaction design and workflows
Creation of wireframes and mockups
- Prototypes
- Work with Agile methodology
- Presentation of design solutions and interaction design

User Interface Design

- Creation of Interfaces, applying the UI principles, ergonomics and design pattern.
- Creation of accessible interfaces.
Documentation of style and design patterns.
- Ensure proper implementation of UI and
- UXD

Graphic Design

- Participation in the corporate design and look and feel of R3D products.
- Logo design



2013-2014

CANADA

Mentorum

UX / UI - Graphic Designer

User Experience Design

- Participation in the communication strategies for new products and service opportunities
- Participation in user stories workshops, to understand the interaction and main functionalities of the platform
- Work with the management, sales, marketing and IT teams
- User experience design for e-learning web and mobile: Interaction flows, prepare sketches, wireframes, layouts and graphic elements for the different e-learning and coaching platform of the company
- Research and development to help the company improving their products and branding

User Interface Design

- Work with the marketing team to re-design the visual identity of the different projects and concepts of the company
Manage and assist in the creation of dynamic interface elements (HTML/CSS/basic JavaScript)



2012-2013

COLOMBIA

Seven4n

UX / UI - Web Designer

User Experience Design

- Needs finding
- Participation in Brainstorming
- Product conception and functionalities definition
- Participation in User Stories, workshops and Personas
- Participation in the creation of user flows and interaction design
- Usability

User Interface Design

- User interface design (GUI)
- Web integration in HTML & CSS (Apply responsive design)

Other responsibilities

- Manage the development team and insure of the delivery quality



2010-2011

COLOMBIA

Malpelo Fondation

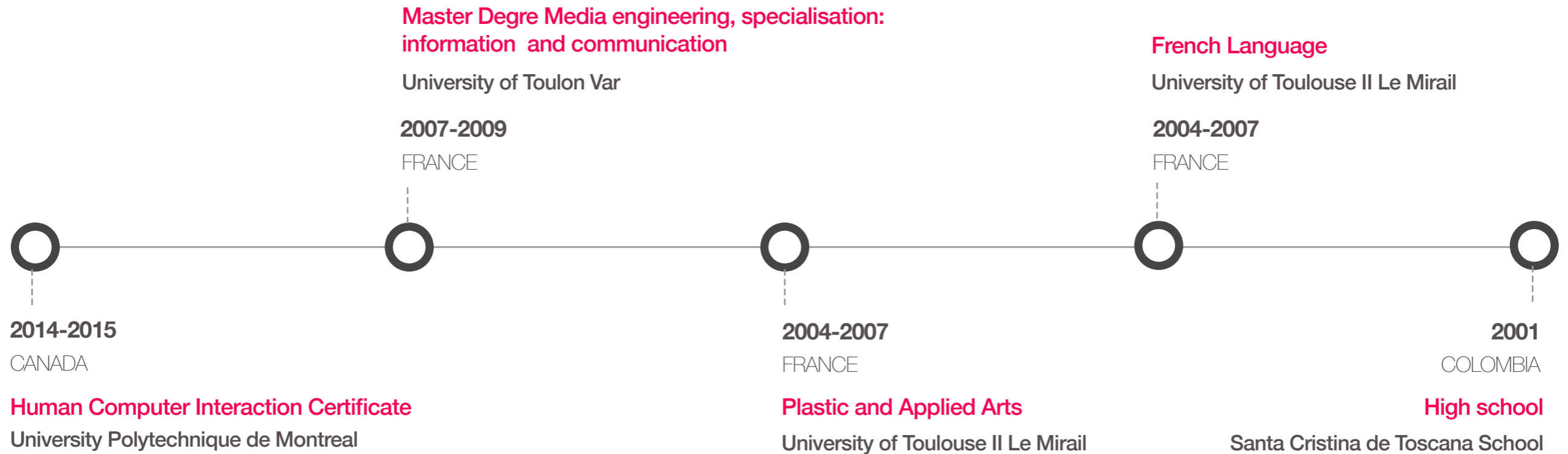
Coordinator of communication and design

- Manage the foundation's communications, designing publicity materials and running its social media strategies
- Manage the merchandise, doing design, budget and stock
- Realization of monthly backup of the foundation's digital information and database
- Participation in communication meetings with other NGOs and represented the foundation at national and international fairs, including the Salon International de la Plongée (International Scuba Diving Fair) in Paris, France, and the Feria Internacional de Turismo (International Tourism Fair) in Madrid, Spain, both in January 2011

UX/UI

- User interface design (GUI)
Web integration in HTML & CSS (Apply responsive design)

EDUCATION



EXTRA ACTIVITY

○ **Hacking Health:** Volunteer UX designer. Healthcare challenges and improve the experience of technology applications.

○ **UX tout le monde, Montreal App Talks:** Assist to conferences regularly.

○ **Human computer interaction. Coursera.org :** UC San Diego. Complete course. September 2012 - November 2012