

ALINA SEROPIAN

UX Writer | Product Designer
Toronto, Canada

 alina.seropian@outlook.com
 [linkedin.com/in/alinaseropian](https://www.linkedin.com/in/alinaseropian)
 www.alinaseropian.com

Education

University of Toronto | B.A (Hons) in English & Cinema Studies, 2015-2019

Continuing Education

UX Writing Hub | UX Writing Academy Certificate, May 2021

York University | Certificate in User Experience Design, August 2020

Work Experience

Product Designer

Book4Time Inc. | Remote

Nov. 2020 - Present

Create wireframes, prototypes, tooltips, error messages and other content for the leading spa and wellness enterprise SaaS platform. Collaborate and communicate design ideas internally within the cross-functional team of engineers, product managers, developers, key stakeholders like Marriott, Jumeirah, Shangri-La, Fairmont, Four Seasons, and many more.

UX/UI Designer

Catapult Design Studios Inc. | Remote

May 2019 - Oct. 2020

Created user flows, low/high-fidelity wireframes, prototypes for AR apps. Conducted usability testing, heuristic analysis for web & mobile. Improved existing design & UX writing including information architecture, microcopy, navigation, monitor analytics and insights.

Content Strategist

The Believe Initiative | Toronto, ON

Aug. 2017 - Jun. 2019

Executed and brainstormed content strategies with a Canadian Olympic hurdler (@sarahwells400mh), responsible for copywriting and visuals. Ensured the message is consistent between the Believe Initiative brand and the sponsor- RBC Future Launch program to encourage and build self-esteem in youth.

Skills	UX Writing Content Strategy Microcopy Sketching Wireframing Lo-Fi/Hi-Fi Mockups Prototyping Web & Mobile Design
Tools	Figma Sketch Axure RP HTML CSS Jira Zeplin Confluence Slack
Awards	UX Writer Monday.com Apps Marketplace: Most Creative Award, 2020