

Rianna Alli

UX + PRODUCT DESIGNER

Portfolio

LinkedIn

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(647)-638-7211

Hello, I am a ux + product designer who loves crafting big ideas. I am passionate about designing delightful and forgiving user experiences. I enjoy solving difficult human problems through design.

EDUCATION

University of Toronto

Sept 2020 - April 2021

Certificate in UX/UI Design

4.0 GPA

Centennial College

Sept 2015 - April 2018

Advanced Diploma in Advertising and Marketing Communications Management

3.7 GPA

SKILLS

Tools

Figma	Photoshop
Invision	Illustrator
Miro	InDesign
Github	After Effects
G Suite	Adobe XD

Design

Product (UI/UX)	Rapid Prototyping
Visual Design	People-centric Design
Branding	Usability Testing
User Research	A/B Testing
Wireframing	Information Architecture

WORK EXPERIENCE

Graphic Designer

Recipe Unlimited | December 2018 - November 2021

Assisted in designing for multiple projects for a range of clients that include: Harvey's, Swiss Chalet, Montana's and Bier Markt. Collaborated on an email marketing campaign redesign for Swiss Chalet that resulted in a 5% increased click-through rate from the previous year and generated a revenue of 96k. Assisted in redesigning and producing over 300 assets including POP signage, menu boards, flyers, billboards and other collateral necessary to support Harvey's Menu Refresh.

Junior Production Artist

NGEN Agency | April 2018 - December 2018

Assisted in ideation and redesign of Canada's Bridal Show visual identity, digital presence, promotional materials and presentation booth. Worked with senior designer to develop brand guidelines for Conelco Group that consists of 4 unique brand identities that maintain visual consistency. Create, load and changed content in real-time for Countrywide Homes websites, touchscreens, mobile devices and other digital media to support sales centre openings.

Social Media Manager

Pure + Simple | May 2017 - April 2018

Created social media calendars and content for Facebook, Instagram and Yelp. Developed and maintained relationships with brand partners. Recorded and analyzed all social media engagement for stakeholders.

PROJECTS

My Friend's House

Website Redesign | December 2020 - January 2020

Researched, ideated, and designed features for a women's shelter website that encourages a safe and calm user experience. Performed usability testing to iterate designs and improve user experience. Created a style guide and UI assets for MFH's design system to ensure future design consistency.

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TRYP

Mobile App Design | September 2020 - October 2020

Conducted user research, and brainstorming sessions to identify user's needs and design solutions for a mobile travel app. Developed user flows, low to high-fidelity wireframes, clickable prototypes, and carried out usability tests to validate designs.

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Beauty Concierge

Mobile App Design | October 2020 - November 2020

Designed a beauty service booking app. Conducted user research, and brainstorming sessions to identify user's needs and design solutions. Developed user flows, low to high-fidelity wireframes, clickable prototypes, and carried out usability tests to validate designs. Effectively collaborated with peers, and mentors to define and prioritize opportunities for design improvements.

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References available upon request