Elias Fares

Senior Product Designer

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Summary

A design leader with a growth mindset and a passion for making complex functionality more approachable by researching and understanding user needs through user-centred design thinking. Over 7+ years of experience working as a cross-functional Product Designer collaborating with Product Managers and engineers. Capable of designing simple and elegant user interfaces as well as leading usability tests with interactive prototypes to create more impactful experiences.

Education

Design Leadership Certificate
BrainStation

Master's degree 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, Wireframing, Rapid Prototyping, Agile (scrum) Methodology, Figma, User-Centered Design, User Research, User Flow, User Interviews, Usability Testing, Cross-functional, Autonomy, HTML, CSS & JavaScript

Work Experience

Lead UX/UI Designer

ScotiaBank (Contract Full-time) | Jun 2023 - Present

- Demonstrated exceptional communication skills by effectively articulating design process and solutions to both internal teams and clients to facilitate clear understanding and alignment
- Collaboratively contributed to sprint planning and user story refinement, fostering an iterative and efficient development process
- Lead meetings with users, clients, stakeholders and developers to understand project requirements create alignment
- Planned and defined information architecture (IA) of complex, enterprise-scale design project

Lead UX/UI Design Instructor

BrainStation (Contract Part-time) | Nov 2019 - Present

- Guided students through fundamentals of UX, user-centered design thinking, problem solving, researching and prototyping
- Discussed the methods of researching and transforming user needs 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 provided thoughtful feedback to students about their design choices and prototypes

Senior Product Designer

Socotra Inc. | Dec 2021 - April 2023

- Collaborated cross-functionally with product managers and engineers to understand complex systems and solve customer needs
- Created design proposals for new features and collaborated with engineers through interactive prototypes
- Improved usability of complex application by running user tests and observing user interactions with prototype
- Influenced others to value the impact of design on overall business success and educated teams on user-centred design best practice

Senior Product Designer

VerticalScope Inc. | Feb 2021 - Dec 2021

- Lead the design process of the company's new product from ideation and research to high fidelity UI Design
- Created an interactive prototype and conducted usability testing to validate new designs
- Built and maintained the new design system and worked with developers to ensure proper spec hand-off
- Presented new features and designs to Stakeholders to get buy-in and update team members with the latest design changes

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Work Experience (continued)

Senior Product Designer

Moves Financial | Mar 2020 - Dec 2020

- 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
- Worked with autonomy and ownership while navigating ambiguity in a software development setting

Product Designer & Product Owner

Sampler | Apr 2019 - Mar 2020

- Prioritised feature recommendations and UX changes based on in-depth product design review
- Created user flows and sitemaps to optimize the user experience and find pain points to improve
- Analyzed user data and funnels to understand user behaviour and goal success rates
- Built a product roadmap and prioritised 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 where I own the entire design process from start to finish
- Identified several low-effort high-impact usability issues by completing a product review
- Optimized UX by leading user interviews and analyzing observations
- Established and maintained UI consistency by creating a design system

UX/UI Designer

Feenics Inc. | Aug 2016 - Nov 2017

- Designed wireframes in Balsamiq to quickly visualize the re-design of a complex desktop application in a browser
- Reduced support calls by facilitating usability tests to validate and improve UI using an interactive prototype
- Won over a difficult stakeholder by redesigning entire enterprise application to be more user-friendly and responsive
- Satisfied customer needs and increased user subscriptions by designing and developing company's new mobile application