Adam Ali

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Adam is a passionate individual with an interdisciplinary foundation in digital experience design. With over three years of experience, he is dedicated to delivering high-value solutions that support user and client goals.

Work Experience

UX Researcher
GBC Research & Innovation

April 2021–January 2022
Contract; part-time

- Identified accessibility challenges within e-learning platforms via literature review & independent research
- Facilitated remote innovation design workshops with stakeholders; organized and presented solutions
- Assisted in the drafting of questionnaire & framework for assessing accessibility for e-learning platforms

Graphic Designer
The Ontario Black History Society

December 2020–February 2021
Freelance; part-time

- Designed and created digital media materials for a number of the organization's partners
- Architected the layout of digital program book in-line with the organization's branding and campaign
- Collaborated with internal and external stakeholders for resources, asset gathering, copywriting

UX Developer
GBC Research & Innovation

September 2019–June 2020
Contract; part-time

- Explored opportunities for integration of XR technologies within client's service ecosystem via workshops
- Co-designed personas, journeys, & wireframes to gather insights into online/in-store UX
- Developed & showcased functional prototype of AR application along with UX solutions to stakeholders

Front-End Developer
LinkMentalHealth

January 2020–May 2020
Co-op; part-time

- Optimized UX by restructuring information architecture and employing visual design principles
- Refined user flows, created wireframes; wrote web content/copy; assisted in conducting user tests
- Contributed to project management; design of front-end website & maintenance of back-end database

Front-End Developer
Blade Creative Branding, Inc.

September 2019–December 2019
Freelance; part-time

- Researched & defined client goals to inform project scope and objectives
- Designed & implemented an interactive web application using jQuery library and plugins
- Collaborated with stakeholders to ensure functionality aligned with client objectives; troubleshot issues

Education

Honours Bachelor of Digital Experience Design
George Brown College

May 2020–current (exp. April 2022)
Student; full-time

- Previously received Advanced Diploma in Interaction Design *(2017–2020)* as part of Bridging Program
- 3.8/4.0 GPA—Dean's Honour List

Skills

Technical

- HTML, CSS, JavaScript, jQuery, Bootstrap, React, NodeJS, Express, MongoDB, Git, WordPress, MS Office, Photoshop, Illustrator, InDesign, XD, After Effects, Premiere, Figma, Sketch, WCAG, SEO

Personal

- Written & oral communication, detail-orientated, time management, organization, problem-solving & analysis, team cooperation, research, discipline, adaptability, empathy, passion, human-centred design