

Elias Fares

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Summary

Passionate about understanding user needs and solving problems through design thinking. Capable of designing and developing simple, intuitive user interfaces using user-centred design principles and web technologies. Willing to learn and collaborate with product owners, developers and other designers.

Education

Carleton University

Ottawa, ON

Masters of Applied Science in
Human-Computer Interaction, 2017
Bachelors of Engineering, 2013

Skills

Design Process

User Interviews	UX Design
Usability Testing	Wireframes
User Research	User Flow
User Personas	Information Architecture

Design Tools

Sketch	Marvel App
Photoshop	Balsamiq
InVision App	Interactive Prototypes

Development

HTML + CSS	Bootstrap
JavaScript	jQuery
Scrum/Agile	Angular

Experience

UX Designer / UI Developer [Feenics Inc., Ottawa, ON](#) Aug 2016 - Present

- Educated company on design strategy and UX best practice.
- Communicated design thinking throughout the organization and helped company be more design driven.
- Major role in redesigning entire enterprise application to be more user-friendly and responsive.
- Designed and created interactive prototypes and conducted usability tests validating UI designs.
- Directed user interviews and observed user interactions to improve and iterate application designs.
- Developed in HTML, CSS, Javascript, Bootstrap and Angular to build a pixel-perfect enterprise application.

User Experience Designer [Office of the Auditor General Canada, Ottawa, ON](#) May 2015 - Dec 2015

- Collaborated with product owners, developers and other UX Designers.
- Reviewed and prioritized user stories to create requirement descriptions.
- Designed UI mockups for every screen and system feature which won the approval of stakeholders.
- Organized usability tests using an interactive prototype which led to better design iterations.
- Proposed a new site architecture that led to faster information retrieval for users.
- Faster work completion by exercising SCRUM product management and agile methodology.

Co-founder and President [Campusgrids Ltd., Ottawa, ON](#) Jan 2013 - Apr 2015

- Designed and built a mobile application start-up for college and university students.
- Received \$20,000 in funding from Invest Ottawa from creating a platform that helps campus clubs interact and engage with students.
- Sketched paper mockups and designed wireframes to test with students that validated our user requirements.
- Presented mobile app to campus institutes which lead to good exposure and collaboration.
- Work varied from product designer to front-end developer and project manager.

User Interface Designer [Carleton University, Ottawa, ON](#) Sep 2012 - Apr 2013

- Designed an interface to be controlled by a motion sensor and hand gesture interaction.
- Created a new UI that displayed behind a mirror so the application and user's reflection were both visible.
- Developed mockups of the user interface using design strategy thinking.
- Generated user requirements to simplify the design of a complex system.