Ella Rabiei, MDes
UX, Product and Service Design Lead

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I am a UX, Product and Service Design Lead with a **Master's of Design** in Industrial Design. My design philosophy is grounded in a thorough understanding of user's needs and a passion for providing solutions that enhance their experiences. I've had the opportunity to expand my design knowledge by working with a diverse range of organizations, including **Higher Education Institutions**, **Startup**, **e-commerce**, and **Standard** organizations. Throughout my career I have participated in **agile project management processes** and **sprint planning**, **sprint review**, **demos**, and **retrospectives**.

Education

Master of Design in Industrial Design
University of Alberta, Edmonton | Sept 2018 - Sept 2020

Bringing a New Life to the Northern Houses: An experiment in the Redefining of Home. This project examined the role of design and technology in home spaces in the Northern part of Canada and explored the reciprocal relationship between mental health and space design.

Professional Experiences

Product Design Lead
Digital Innovations team | CSA Group, Toronto | Jan 2023 - Present

Over the course of my collaboration with CSA Group I **led over 10 Research and Design projects** using various research and design methodologies Including, but not limited to:

- Creating **blueprints** to visualize the entire process of service delivery
- Analyze and provide new **Information Architectures** for variety of digital products and services
- Developing **Hypotheses** and Ideation for the discovered challenges through **user research**.
- **High-fi and low-fi Wireframing** and **Prototyping** for **usability testing**.
- Conducting Internal Partner **Interviews** (Members, business owners and senior managements)
- **Testing** the products, platforms and digital services

My contribution with Digital Innovation team included Member and Business facing projects:

- Transformation of the **CSA Community** platform with over 2500 members. (On Going Project)
- Building **CSA Group's Standard Development** and **Management platforms** to be used by Organization's project managers globally.
- Implementation and transformation of the **CSA Learning Management System (LMS)** to a new operating model for internal partners and customers.
- Fully optimizing the user experience of the **CSA Store's** Website focusing on accessibility. My collaboration on Research and Redesign of the CSA Store as a customer facing product led to a significant **Increase on product sale by 30%.** I continued monitoring and testing the website's engagement using Full story platform and evaluated the effectiveness of design solutions.

Additionally, I led the development of **Design System** based on **WCAG guidelines** and focusing on the **digital service deliveries**. During all my projects I worked within cross functional teams and collaborated directly with Senior Project managers, Developers, Information designers, UX & Service designers, business owners and leadership team.

Senior Product Designer
Connected Home | Rogers Communication – Mobile-Live, Toronto | Dec 2021 – Jan 2023

During my collaboration with Rogers Communication's design team, I led the Connected Home design projects which included Internet, TV, and Smart Home monitoring Products. Throughout my contribution I used variety of **research and design methodologies** to enhance the **customer journey** and **product sale** including but not limited to:

- **Benchmarking** and **analyzing** competent businesses.
- Conducting **User interviews**
- Evaluate and Create **Information Architecture** to further enhance the journeys and service deliveries.
- **Wire framing** and **Prototyping** for **Usability testing**

Product Designer
Graduate & Postdoctoral Studies (GPS) |University of Alberta, Edmonton | Jan 2020 - Dec 2021

I Collaborated closely with marketing and communication teams to enhance the faculty's website and Professional Development Platform after the lunch of the new branding for U of A in 2020. during my position I continued conducting follow up interviews with the relevant users to further improve the user's navigation through website and PD Platform. The research result showed a 63% increase in user's engagement with both of the products.

Graphic Designer
Medo.ai, Edmonton | July 2019 - Dec 2020

Within this Startup company I provided branding and marketing materials for the team and website. While I mostly focused on marketing, I collaborated with the team on digital platform's user experiences and accessibility.

Product and Service Designer
Shoniz Co, Iran | August 2016 - August 2018

Senior Product Designer
Sobh Parlar Asia Industrial Co, Iran | September 2014 - August 2016

Freelance Product, Service and Visual Designer
Self Employed, Iran and Canada | September 2007 - August 2022

During my freelance experiences I have collaborated within variety of product and design fields, including SAAS, Networking, Communication and Community platforms as well as brand and marketing. throughout my projects I always focused on user-centred design and optimizing the business's growth and engagement.

Teaching and Mentorship Experiences

User Experience Instructor and Mentor
University of MacEwan, Edmonton | July 2024 - December 2024

Design Fundamentals Instructor and Mentor
University of Alberta, Edmonton | September 2018 - June 2020

Skillsets

Hard Skills	Soft Skills	Technical Skills
Design System Development	Design Leadership	Figma
Digital Accessibility	Mentorship	Optimal Workshop
Information Architecture (IA)	Empathy	Full Story
User Research (UXR)	User-Centricity	Adobe Suit (Ai, ID, PSD, XD)
User Experience Design (UX)	Problem Solving	Sketch
User Interface Design (UI)	Critical Thinking	Project Management Tools
Wireframing	Collaborative	Digital Accessibility Tools
Prototyping	Adaptability	
Usability Testing	Research Facilitator	
Product and Service Design	Data Driven	