Emine Ali

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Summary of Qualifications

- Product Designer and Front-End Developer with 3 years of experience blending coding and design to create engaging digital experiences
- Developed and launched 15+ responsive websites using WordPress and Webflow, increasing user engagement by 20% through thoughtful design and brand integration
- Created high-fidelity prototypes with Figma, applying user-centered design principles to reduce development cycles by 30% and improve client satisfaction
- Streamlined user flows and mapped site architecture for 5+ client projects, leading to a 40% boost in engagement within 6 months
- Build scalable, responsive interfaces using Next.js, React.js and Tailwind CSS, with a focus on clean UI, accessibility and performance
- Earned a diploma in New Media Design and Web Development at the British Columbia Institute of Technology with GPA 97%, specializing in UI/UX design and front-end development
- Collaborated cross-functionally with developers, marketers, and stakeholders to design and deliver impactful digital products aligned with business and user needs

Technical Skills

Languages & Frameworks:	HTML, CSS, JavaScript, TypeScript, React.js, Next.js, Tailwind CSS
Design & Prototyping:	Figma, Adobe XD, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator)
Project Management:	Agile, Waterfall, Scrum, Trello, Notion, Slack
Operating Systems:	Windows, Android, iOS, Mac OS, Linux

Work Experience

Product Designer | Front-End Developer   Jan 2022 – present
Evolve Crafting Ltd. | Vancouver, Canada

- Designing clean, high-fidelity prototypes to visualize user flows, helping reduce design handoff issues and client revisions by 30%
- Building and customizing websites using WordPress, Webflow, Squarespace and other CMS platforms, contributing to a 20% increase in average session duration
- Coding responsive front-end solutions with React.js, Next.js and Tailwind CSS, improving site performance and reducing bounce rates by 25%
- Creating user-focused wireframes and interactive mockups with Figma, improving navigation clarity and usability scores by 35%
- Providing CMS training and ongoing support, resulting in a 40% decrease in post-launch support requests from clients

Product Designer   **Feb 2022 – Jan 2025**

Acuren | Vancouver, Canada
- Designed and delivered intuitive mobile and web interfaces that improved user engagement by 25%
- Conducted user research and usability tests, reducing onboarding drop-off by 30%
- Partnered with developers and PMs to launch features 40% faster, accelerating product delivery timelines
- Created wireframes and high-fidelity designs in Figma and Adobe tools, cutting revision time by 50%
- Led social and digital media campaign design, helping marketing exceed engagement KPIs by 20%
- Using both qualitative and quantitative research to shape design decisions and ensure solutions meet user needs

Digital Experience & Media Specialist (internship)   **Apr 2024 – Aug 2024**

SAP – Green Team | Vancouver, Canada
- Formulated and executed digital strategies across platforms, improving user engagement by 30%
- Oversaw digital media initiatives for SAP sustainability projects, ensuring effective system integration
- Produced and refined content for web, social media, and ad campaigns, increasing reach by 35%
- Used SAP analytics tools to access campaign success and iterate on strategy for better ROI
- Coordinated with marketing and design teams to maintain consistency across digital touchpoints

Education

Diploma in New Media Design and Web Development   **Jul 2024**

British Columbia Institute of Technology | Vancouver, Canada

Diploma in Human Resources and Project Management   **Jul 2016**

Cass Training College | Sydney, Australia

Master's degree in finance and banking   **Sep 2011**

University of Economics | Varna, Bulgaria

Bachelor's degree in engineering   **Jun 2008**

Technical University | Varna, Bulgaria

Certifications

Google IT Support Professional Certificate   **Jun 2025**

Career Essentials in Generative AI   **Jun 2025**

Junior IT Analyst Program   **Apr 2025 – Jun 2025**

NPower Canada | Toronto, ON
14-week intensive online class training on the fundamentals of computer technology, and project management essentials.
- Configure device operating systems including Windows and Linux, while configuring disk partitions and filesystems
- Troubleshoot and problem-solve core service and support challenges while applying best practices for documentation, change management, and scripting

- Support basic IT infrastructure and networking, including DNS and DHCP, applying standard protocols with TCP/IP communications
- Configure and support PC and IoT device hardware
- Manage an organization's computers and users using Directory Services, Active Directory, and OpenLDAP

Projects

Citystardrywall.com - *(Next.js, Tailwind CSS, Node.js)*   **Feb 2025 - Apr 2025**
- Designed and coded a fully responsive marketing website for City Star Drywall using Next.js and Tailwind CSS, ensuring seamless performance across desktop and mobile devices
- Implemented SEO best practices and performance enhancement, significantly improving search engine visibility and reducing page load times
- Used Figma to create wireframes and interactive prototypes, optimizing the user experience around the "Send a Quote" section, which resulted in a 30% increase in session duration and significantly improved user engagement and service inquiries

Urbandrywal.com - *(React.js, Tailwind CSS, Node.js)*   **Dec 2024 - Feb 2025**
- Designed and developed a modern, mobile-first website for Urban Drywall Ltd. Using Next.js, Tailwind CSS and Node.js, focusing on clean UI, intuitive navigation, and seamless user experience
- Structured and implemented a visual layout to effectively showcase services and past projects, helping build client trust and improve conversion rates
- Prioritized performance and accessibility, optimizing for fast load times, SEO, and cross-device compatibility to reach a wider audience

Azzuro Italian Restaurant - *(TypeScript, Tailwind CSS, Node.js)*   **Aug 2024 - Nov 2024**
- Designed and developed a fully responsive website for Azzuro Italian Restaurant using TypeScript and Tailwind CSS, ensuring a seamless user experience across desktop and mobile devices
- Created user-centered wireframes and prototypes in Figma to optimize navigation and streamline access to key information, resulting in improved user engagement
- Implemented performance optimization and accessibility best practices, enhancing side speed, usability, and compliance with WCAG standards

Toronto Cupcake - *(Figma)*   **May 2024 - Jun 2024**
- Redesigned the Toronto Cupcake website using a user-centered design approach, improving the details page layout, navigation flow, and visual hierarchy for enhanced user experience
- Conducted user research, created personas and journey maps, and applied Design Thinking process to identify user pain points and propose clear, intuitive solutions
- Developed wireframes, high-fidelity mockups, and interactive prototypes in Figma, validated designs through user testing and iterative feedback to improve usability and conversion rate

Recipe API - *(JavaScript)*   **Apr 2024 - Apr 2024**
- Developed a responsive recipe search application using HTML5, CSS3, JavaScript, jQuery, and Bootstrap, integrating "The Meal DB" API to dynamically fetch and display recipe data
- Implemented modular JavaScript functions to manage search results, display recipe cards, and fetch detailed recipe information through additional API calls
- Designed the UI based on custom Figma mockups, ensuring a clear user interface and enhanced interactivity through AJAX-powered dynamic content loading