

Solida Sar

Product UX/UI Designer

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416.500.3198

WORK EXPERIENCE

Product Designer (Solo)
August 2020 – October 2026

Diversys Software, Inc.

- Create intuitive product designs for complex and diverse business requirements.
- Build product prototypes, wireframes, and mock-ups, redesign (and simplify) existing user flows and information architecture.
- Be an internal voice of product design by maintaining an application design guide for engineers.
- Evangelize strategy, vision, and future iterations of the product to team and company as a whole.
- Design and deliver wireframes, user stories, user journeys, and mock-ups optimized for a wide range of devices and interfaces.
- Partner closely with Engineers and Product Managers to make ideas come to fruition.
- Designed a new Mobile App experience to align with new Diversys Branding and to provide an intuitive User Experience.
- Enhanced the Mobile App to support new features that have attracted new and upcoming customers.
- Integrated AI into the current design workflow, using Claude to analyze topic-centric product review meetings and align design deliverable needs to Jira story requirements.
- Within first 6 months of employment, improved the user experience in numerous areas of Diversys Web Application including the Web Console and Admin Portal.
- Supported the onboarding of new features for customer prospects, including:

SARRC | CESA | Encorp | ABCRC

Co-Founder, Platform and Experience
December 2019 – October 2022

fourpercent

- Responsible for overseeing the User Experience of all incoming platform and tools in the fourpercent product line currently consisting of 4 incoming products and services.
- Oversee product alignment and strategy with the fourpercent Brand/Mission Statement.
- Facilitate Workshops for Customer Journey Mapping, Ideation and Product Development.
- Execute UX efforts across all projects and standardizing UX Practice across various Phases.

Product Designer (Contract)
May 2019 – November 2019

Rakuten Kobo

- Oversee all Kobo Writing Life projects including the design of new Global Ads Platform.
- Collaborate in an agile environment with Developers, Product Owners and Architecture on successful project launches.
- Used appropriate product methodologies like Opportunity Tree Mapping.
- Facilitated Design Workshops using Mural as a primary visual collaboration tool.
- Design Wireframes and Mockups using Figma.
- Use/maintain current Kobo Design System.
- Conducted Usability Testing on the Onboarding Process for Global Ads Platform using UserTesting.com.

UX/UI Designer (Solo)
June 2017 – February 2019

Beanfield Metroconnect

- Collaborated in an Agile environment with Full-Stack Developers, Stakeholders and Product Manager to ensure applications match UX expectations.
- During first 6 month employment, took lead in the UX, SEO and Redesign of Residential Website.
- Designed the new Scheduling and Dispatch App used to manage and schedule Residential Service Installation Appointments.
- Design user flows to show how users interact with products.

FREELANCE WORK

UX/UI Lead
JobOn Canada August 2013 – April 2017
Design overall UX/UI across Iterations

UX/UI Designer
Open Screenplay
November 2015 – January 2016
Design new Visual Design concepts (Iteration 1)

Web Graphic/Designer
AiWood Digital September 2010 – March 2012
Develop and Design websites and Graphics

Product UX/UI Designer
Thoughtwire February 2020 – March 2020
Design New UX Client Concept/Brand Assets

Web/Graphic Designer
DermVisage October 2015 – December 2015
Develop and Design Brand assets/banners

Web Designer
Hireglyphics Recruiting
April 2008 – March 2009
Redesign company website

EDUCATION

User Experience Design
Bitmaker Labs
January 2017 – June 2017

Advertising and Graphic Design
Humber College
September 2010 – April 2012

Computer Networks Engineering Technology
RCC Institute of Technology
September 2003 – March 2005

SKILLS

Design Toolkit
Sketch · Figma · Adobe CC · XD · Balsamiq · Mural · Miro · UserTesting.com

AI Toolkit
Claude Code · Claude Design · ChatGPT

Prototyping Tools/Methods
InVision · Proto.io · Framer · Lo-Fi/Hi-Fi Wireframing

Research Methodologies
IA · Customer/User Journey Maps · Opportunity Tree Maps · Competitive Analysis · User Flows · Content Hierarchy · Personas · User Surveys

Project Management
TargetProcess · ClickUp · Jira · Confluence · Asana · Trello

Other Specialties
Technical SEO · Git · Python · HTML/CSS



Solida Sar

Formerly Full-Stack Developer

WEB DEVELOPMENT · TECHNICAL/STRATEGIC SEO

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STACK

Java/JSP · Ruby on Rails · PHP/Laravel · MySQL · WordPress · HTML/CSS · JavaScript · XML · Git/SVN/CVS · Technical SEO · Agile · Adobe Creative Cloud

PAST WEB EXPERIENCE

2010 – 2017

Intermediate Software Developer — July 2016 – April 2017
Info-Tech Research Group
Agile Design and Ruby on Rails Development
Git · Agile · HTML/CSS · Adobe Creative Cloud

Full-Stack Developer — December 2015 – June 2016
Eldertreks
Brochure Design and PHP/Laravel Development
PHP/MySQL · Git · HTML/CSS · Travel · Adobe Creative Cloud

Web Developer / SEO Specialist — September 2013 – August 2015
Flight Centre Canada
Technical SEO and Java/JSP Web Development
Java/JSP · SEO · WordPress · HTML/CSS · Travel

Web Designer/Developer — August 2012 – September 2013
Bel Marra Health
Web Development using WordPress and PHP
WordPress · SEO · HTML/CSS · Adobe Creative Cloud

Web / Graphic Designer (Part-Time) — February 2012 – October 2012
Curly Hair Solutions
Web Design/Development and On-Page SEO
WordPress · SEO · HTML/CSS · Adobe Creative Cloud

Web Designer / SEO Consultant (Intern) — April 2012 – June 2012
Toureast Group
Technical SEO and Web Design/Development
SEO · Travel · Adobe Creative Cloud

Graphic Artist (Part-Time) — June 2011 – January 2012
Artik Promotions
Design and Prepare Ready Files for Production
Design Production · Adobe Creative Cloud

Graphic Designer (Temporary) — July 2010 – August 2010
Sign-A-Rama
Design and Prepare Ready Files for Production
Design Production · Adobe Creative Cloud

2005 – 2009

Junior Web Developer (Contract) — March 2009 – October 2009
Rogers Communications
Java Development and Web Crawling
Java/JSP · SVN · Agile · Telecommunications

Web Developer (Contract) — December 2008 – February 2009
Speechbobble Inc.
Java/JSP Development in an Agile startup
Java/JSP · SVN · Agile · HTML/CSS

Lead JSP/Java Developer — April 2008 – October 2008
Vengeo Inc.
Java/JSP Development for a small startup
Java/JSP · CVS/SVN · HTML/CSS

IT Operations Analyst (Contract) — February 2007 – September 2007
Empathica Inc.
Develop Online Surveys using HTML and XML
HTML/CSS · Market Research

Programmer/Analyst — September 2006 – February 2007
OpenVenue
Survey Programming and Analysis
HTML/CSS · Market Research

Survey Programmer — October 2005 – September 2006
comScore Surveysite
Survey Programming using HTML/CSS and JavaScript
HTML/CSS · JavaScript · Market Research

Desktop Publisher — May 2005 – October 2005
Tradeport Electronics Group
Brochure Design and Web Design and Development
PHP/MySQL · HTML/CSS