



SHELLEY BABIJ

DESIGNER

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MISSION

Use empathic design to translate even the most complex user flows.

Collaborate and learn from a cross-disciplinary team where design is an integral part of the end product.

SKILLS

- Sketch/Adobe CC proficiency
- InVision prototyping
- Understanding of HTML, CSS
- Agile work environment
- UX design process (from research and wireframes to high-fidelity prototypes and interactions.)

WORK EXPERIENCE

IVERSOFT • DESIGN LEAD

Jan 2017 – present

At Iversoft I am the design lead on all projects in the agency. My role encompasses the full design journey from research, to prototyping and final design asset creation.

I am involved in project scoping, client presentations and everything in between. I work closely with Developers and Project Managers to ensure the end-result keeps the user in mind.

ETTRICS • UX DESIGNER

Aug 2015 – Dec 2016

Working with a wide range of clients I maintain impeccable user experience cross-device. I research, and implement user-centered design from persona development to high-fidelity asset creation.

As part of an Agile team I meet project milestones by collaborating with developers and project managers to ensure tight deadlines are met.

QUEENSWAY CARLETON HOSPITAL • NURSE

June 2005 – present

In the chaos of a busy ER I have learned how to work as part of a large team to meet goals under pressure. This role requires me to juggle many different hats while prioritizing my workload.

SHOPIFY • DESIGN INTERN

Apr – July 2015

Working to ensure design systems are carried through to new features all the while keeping the end-user in mind. I was involved in design projects from the research and wireframing stages through to final mockups. I worked side-by-side with developers to ensure objectives were met. This internship laid the foundation for product design where the focus remained on the user above all else.

EDUCATION

ALGONQUIN COLLEGE • GRAPHIC DESIGN

2012 – 2015

ALGONQUIN COLLEGE • PRACTICAL NURSING

2002 – 2005