

# ELVAN AYVERDI

UX/UI Product Designer

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 [LinkedIn](#)  [Website](#)

## Profile

UX Designer with a strong background in hospitality and non-profit sectors. Experienced in customer relations and decision making in a fast paced working environment. Seamlessly blending creativity, empathy, and strategic thinking to design intuitive user experiences that leave a lasting impact.

## Skills & Tools

- Figma
- Adobe C Suite
- HTML/CSS
- Problem Solving
- Collaboration
- Empathy
- Webflow
- Shopify
- Research
- Prototyping
- User Flows
- Usability Testing
- Communication
- Branding
- AI Tools
- CMS

## Projects

### Select Estates

- Designed a responsive web app for busy individuals who want to invest in real estate, by creating a persona, user stories and user flows followed by a mood board, a style guide and finally a prototype, based on the provided brief.

### BeWell

- Applied user-centered design process and mobile-first approach to design a responsive web app, including 70 high-fidelity screens, multiple prototype iterations and a style guide through various rounds of usability and preference tests, for tracking user's health and wellness in one place.

## Professional Experience

### Freelance - UX/UI Designer

Sep 2022 – current | Toronto

- Consulting with clients to understand their goals and conduct competitor and user analysis.
- Creating deliverables including journey maps, user flows, wireframes, storyboards, sitemaps, and prototypes. based on the needs and goals of the projects.
- Analyzing user feedback and activity, and iterate to enhance the user experience.

### Canadian Hearing Services - Fund Development Officer

Mar 2023 – Jan 2024 | Toronto

- Updated donor information and templates including donation forms, tax receipts and online forms using Raiser's Edge Database.
- Assisted Marketing and Communications team with redesigning specific web pages which resulted with a %14 increase within the first 2 weeks of relaunching the website as well as enhanced user experience.

### Web on Demand - Digital Project Coordinator

Mar 2021 – Mar 2022 | Toronto

- Collaborated with stakeholders to define project goals, objectives, and deliverables. Developed detailed project plans, including timelines, tasks, and resource allocation.
- Successfully implemented Agile methodologies resulting in on-time and on-budget delivery of web design projects for clients.
- Supervised multiple projects from project start through delivery by prioritizing needs and delegating assignments.
- Created a weekly report system which improved customer satisfaction by %18 within 2 months.

### Boutique Meals - Catering and Events Coordinator

June 2019 – Mar 2021 | Toronto

- Communicated with 10 to 30 customers daily to review catering goals and budget, deliver quotes and proposals, schedule event and carry out catering needs as contracted.
- Enhanced sales by 13% through promoting popular products and assisting with creative menu selections.
- Updated website through conducting user testing with 8 participants and review of website design for responsiveness, clarity and effectiveness.

## Education

Behavioral Design Academy	Applied Behavioral Design, Emotional Design Psychology - Certificate	Aug 2023		Toronto
CareerFoundry	UX Design Program (UI Specialization) - Certificate	Nov 2022		Toronto
Humber College	Multimedia Design and Development - Diploma	Apr 2022		Toronto
George Brown College	Special Event Management - Diploma	Apr 2019		Toronto