

AHANA ROY

UX DESIGNER

ahana.roy@yahoo.com

778-814-9671

www.linkedin.com/in/ahanaroyUX

www.ahanaroydesigns.com

PROFILE

UX/UI Designer with 4 years of experience in marketing, recruiting, sales, and training.

Passionate about developing and designing experiences that make lives simple.

SKILLS

Figma, Framer, Canva, UX Research, UI Design, Social Media Marketing, Sales, Recruitment, Content Strategy, CRM, Email Marketing.

Coaching, Public Speaking, Teaching, Sales, Professionalism, Presenting.

EXPERIENCE

Job Developer & Facilitator | PICS

MAY 2021 - Present, VANCOUVER, BC

- Designed 20+ college program posters through Canva and Figma to market programs and services to the community.
- Created marketing content on Facebook, CRM, Eventbrite, Email, and Indeed to generate inquiries for 4 college programs.

Employment Facilitator | Boys & Girls Club of SouthCoast BC

OCT 2019 - JUN 2020, DELTA, BC

- Developed curriculum and presentations on numerous Job Search and Soft Skill workshops for over 300+ clients.

Employment Facilitator | DiverseCity

JUN 2019 - JUL 2019, SURREY, BC

- Facilitated Job Search Workshops such as, Resume & Cover Letter Writing, Interview & Networking Skills, and provided one-on-one job coaching to help 150 clients in meeting their employment goals.

EDUCATION

BrainStation | Diploma, User Experience Design

JAN 2023 - SEPT 2023, VANCOUVER, BC

Simon Fraser University | B.A. Psychology

JAN 2012 - DEC 2016, BURNABY, BC

PROJECTS

UX Researcher | BrainStation

SEPT 2023, CASE STUDY, HEURISTIC EVALUATION

- Conducted secondary research, interviews, affinity mapping, journey mapping, and experience mapping to investigate high obesity rates among South Asian immigrant young adults, and issues with patients connecting with specialist health care providers in Canada.
- Conducted heuristic evaluation on my non-profit website that promotes free and funded employment training, and LA fitness app.

UI Designer | BrainStation

SEPT 2023, CASE STUDY, HEURISTIC EVALUATION

- Drafted user stories, task flows, and developed mid to hi-fidelity mockups, and conducted usability testing for: an app that promotes healthy eating among South Asian young adults and connects patients with specialist doctors in Canada.
- Designed marketing websites for my case study apps and re-designed a non-profit website to generate more traffic and create sales leads.