

ALLY NOORMOHAMED

An experienced designer specializing in UI/Visual and Interaction Design. Transforming ideas into delightful experiences for over nine years.

PORTFOLIO: ANOM.CA
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SKILLS

MOBILE/DESKTOP/KIOSK/TV

RESPONSIVE DESIGN

INFORMATION ARCHITECTURE

INTERACTION DESIGN

VISUAL DESIGN

USABILITY TESTING

USABILITY TESTING

DESIGN WORKSHOPS

RAPID/PAPER PROTOTYPING

DESIGN THINKING

ART DIRECTION

LANGUAGES, SOFTWARE AND PLATFORMS

ADOBE PHOTOSHOP

SUBLIME

WINDOWS/MAC

ADOBE ILLUSTRATOR

MICROSOFT OFFICE

IOS/ANDROID

ADOBE INDESIGN

MICROSOFT VISIO

JIRA

HTML5/CSS3/SASS

AXURE

INVISION

EDUCATION

AlterSpark
2014

Persuasive Psychology for Interactive Design Workshop
Certificate

BC Institute of Technology
2006 - 2010

Applied Web Development Program
Associate Certificate with Distinction

BC Institute of Technology
1997 - 1999

Electronics Engineering Program (Telecommunications Technology)
Diploma

WORK EXPERIENCE

Ritchie Bros. Auctioneers
2012 - Present

UI/UX Designer

Translating product vision into a cohesive user experience. Supporting product design through user research and testing. Leading and facilitating ideation and working sessions with business stakeholders and teams. Defining and maintaining design guidelines and interactions patterns. Communicating design requirements to developers and junior digital designers to enable effective execution of UI tasks. Providing recommendations on product enhancements to stakeholders and management. Exploring and advocating new approaches for effective product design and information communication to management. Leading and coaching junior digital designers.

Ritchie Bros. Auctioneers
2007 - 2012

UI Designer

Transforming high-level vision and requirements into UI. Combining customer data and testing to validate UI. Solving problems with the design and development team to create effortless user-centric experiences across devices. Creating visual guidelines and artifacts. Communicating design solutions using storyboards, sketches, interactive wireframe prototypes and mockups. Developing project strategy in conjunction with business teams. Working with the Art Director to ensure designs are reflective of and additive to the brand strategy.

Self-Employed
2006 - 2015

Freelance Designer and Consultant

Providing cross-medium design solutions and services for clients from strategy to design. Assisting in transforming ideas to help create unique brand identities and engaging experiences. Recommending modern technologies and methodologies to create meaningful solutions for end-users. Providing leadership in the development of user-centered design to improve the customer experience for lasting growth.

Noors Computers
2004 - 2006

Owner/Operator

Providing computer services to consumers and small businesses including computer parts, repairs, customized desktop computers and laptops.

Adara Systems Ltd
2000 - 2005

Technologist

Designed and built website to promote product sales and support. Assisted engineers with product design and development. Provided support to end users and tested new technologies for product enhancements.