

# Omaima Rais

Product + UX/UI

## PROFESSIONAL EXPERIENCE

### User Experience Designer / Royaltex Apparel

*Aug 2023 - Current / Mississauga, ON*

- Redesigned the e-commerce platform's user interface, resulting in a 30% increase in user engagement and a 20% rise in online sales within the first three months
- Conducted user research, including surveys and usability testing, to identify pain points and opportunities for improvement, enhancing overall customer satisfaction by 20%
- Designed and launched a dedicated wholesale section on the website, streamlining the bulk ordering process for B2B clients and increasing wholesale transactions by 15%
- Developed interactive wireframes and high-fidelity prototypes using Sketch and Figma, which improved design clarity, accelerating project completion times by 30%

### Personal Banking Associate / TD Canada Trust

*Aug 2021 - Aug 2023 / Oakville, ON*

- Proposed innovations to the branch software UX, leading to a 20% increase in user efficiency and enhancing the customer experience
- Exceeded customer satisfaction targets by 15% through comprehensive knowledge of TD products and effective communication of key features for account management, credit lending, and investment solutions
- Exceeded quarterly branch lending sales targets by 110% by identifying customer needs and collaborating with banking specialists to provide personalized advice

## DESIGN PROJECTS

### Product Designer

*May 2021 - Aug 2021 / Waterloo, ON*

- Designed an app to help users improve dietary habits and control appetite, leading to a 25% increase in user engagement
- Collaborated with team members to define product requirements and establish a roadmap, ensuring project milestones were met
- Applied design principles and attention to detail, including color theory, typography, and spacing, to create a high-fidelity prototype that received a 95% satisfaction rate in user testing

### Product Designer

*Jan 2021 - May 2021 / Waterloo, ON*

- Developed a food sharing app for restaurants to reduce food waste and make a positive social impact, resulting in a 20% increase in user engagement
- Conducted targeted interviews and extensive usability testing to gather user insights, leading to actionable improvements
- Created digital wireframes and high-fidelity prototypes using Sketch and Figma, increasing user satisfaction by 30%

## Contact

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## SKILLS

LEADERSHIP

UX DESIGN

UI DESIGN

WIRE FRAMING

PROTOTYPING

USABILITY TESTING

USER RESEARCH

MOTION GRAPHICS

## TOOLS

ADOBE CREATIVE SUITE

INVISION

FIGMA

SKETCH

JAVASCRIPT

HTML

CSS

MICROSOFT SUITE

MIRO

MURAL

GOOGLE ANALYTICS

## EDUCATION

### Google

*Completed Apr 2023*

UX Design Professional Certificate

### University of Waterloo

*Sept 2017 - Aug 2021*

Bachelor of Global Business and Digital Arts