

Ella Rabiei, MDes

Lead Product Designer

I am a Lead Product Designer with a Master's of Design in Industrial Design. My design philosophy is grounded in a thorough understanding of user's needs and a passion for creating solutions that enhance their experiences. Over the course of my career I've had the opportunity to expand my design knowledge by working with a diverse range of organizations, including higher education institutions, Startups, e-commerce, and standard organizations. To me Design is like an endless ocean, vast and infinite, the deeper I explore, the more there is to discover and learn.

Education

Master of Design in Industrial Design

University of Alberta, Edmonton | September 2018 - January 2020

Professional Experience

Lead Product Designer

CSA Group, Toronto | January 2023 - Present

I led multiple research and design projects, including development of Design System based on WCAG guidelines. During all my projects I worked directly with PMs, Developers, Information, UX & Service designers and leadership team. My collaboration on Research and Redesign of the CSA Store led to a significant Increase on product sale by 30%. I continued monitoring the website's engagement using Full story platform and update the designs accordingly to align with customers and business's needs.

Senior Product Designer

Mobilelive & Rogers Communication, Toronto | December 2021 - January 2023

I led Connected Home design projects including Internet, TV, and Smart Home monitoring Products. Throughout my position I used variety of research and design methodologies to enhance the User's experience and product sale including benchmarking, interviews, cart sorting, wire framing, and mind mapping. The new designs highly impacted product sale growth.

Product Designer

University of Alberta (GPS), Edmonton | January 2020 - December 2021

I Collaborated closely with marketing and communication teams to enhance the faculty's website and Professional Development Platform after the launch of the new branding for U of A in 2020. during my position I continued conducting follow up interviews with the relevant users to further improve the user's navigation through website and PD Platform. The research result showed a 63% increase in user's engagement with both of the products.

Graphic Designer

Medo.ai, Edmonton | July 2020 - Dec 2021

Within this startup company I provided branding and marketing materials for the team and website. While I mostly focused on marketing I collaborated with the team on digital platform's user experiences and accessibility.

Connect with me

[Email](#)

[LinkedIn](#)

[Website](#)

Hard Skills

Design System

Accessibility

Information

Architecture

User Research

User Journeys

A/B Testing

Wireframing

Prototyping

Soft Skills

Design Leadership

Mentorship

Empathy

Problem Solving

Inspire People

Adaptability

Time Management

Technical Skills

Figma

Optimal Workshop

Full Story

Sketch

Adobe Suites

Project Management

Platforms

Professional Experience cont.

Graphic Designer and Product Designer

Shoniz Co, Iran | August 2016 - August 2018

Senior Product Designer

Sobh Parlar Asia Industrial Co, Iran | September 2014 - August 2016

Freelance Product and Graphic Designer

Self Employed, Iran and Canada | September 2007 - August 2022

During my freelance experiences I have collaborated within variety of product fields, including SAAS, Networking, Communication and Community platforms as well as brand and marketing. through out my projects I always focused on user-centred design and optimizing the business's growth and engagement.

Teaching and Mentorship Experiences

User Experience Instructor and Mentor

University of MacEwan, Edmonton | July 2024 - December 2024

Design Fundamentals Instructor and Mentor

University of Alberta, Edmonton | September 2018 - June 2020