


BELLA MARGOLLES


UX / UI DESIGNER

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HELLO, My name is Bella. I am a UX Designer because I truly believe in the value of user-centred research and design. I am an advocate for simple, intuitive interfaces, and aim to learn something new with each project I take on.

EDUCATION

RED Academy

Full-time User Experience Design Diploma

University of British Columbia

Bachelor of Arts, Psychology

SKILLS

User surveys and interviews

Usability testing

Rapid prototyping (InVision)

Responsive design

Optimizing information architecture

Wireframing (Sketch)

User Persona and Journey

RELEVANT EXPERIENCE

FREELANCE UX / UI DESIGNER

NOV 2017 - PRESENT

- Worked on various projects with clients nationally and internationally, including:

— Worked on design inception and fleshing out of user flow for a web and mobile application that is now in Beta. Communicated with developer to explain design decisions and negotiate features. Found creative ways to communicate with client as I was working remotely.

UX RESEARCHER

AUTOPROP

OCT 2017 (CONTRACT)

- Conducted user interviews and usability tests to uncover pain points and brainstorm feature improvements; my research confirmed that adding a specific functionality directly influenced whether stakeholders wanted to renew their annual subscription
- My research helped advise company growth strategy, as my talks with realtors revealed a career trajectory that would lead to them becoming more significant users in the future.

LEAD UX / UI DESIGNER RECHARGED TECHNOLOGIES

SEPT 2017

- Conducted user interviews and drafted survey to assess community needs and determine content for 55-inch interactive interface
- In order to facilitate more accurate user testing, created 55" paper prototype and ran tests to confirm features for better usability

LEAD UX DESIGNER
DANIEL FOX WEBSITE
AUG 2017

- Through heuristic analysis of client's existing site, identified quick fixes and recommended re-organization of content to improve usability
- Improved navigation resulted in clearer brand communication and increase in credibility
- I led in creating design for web view, and oversaw translation to mobile design
- Optimized information architecture to highlight the information that the client wanted to emphasize (e.g. motivational speaker topics, etc)

UX DESIGNER
AVA TECHNOLOGIES
JULY 2017

- Designed a mobile app for AVA Byte, an indoor hydroponic garden and smart monitoring device.
- Based on findings from user research, created personas to facilitate user-directed thinking for client and developers
- Designed extensive on-boarding process to decrease user frustration during device set-up.
- Designed intuitive dashboard with settings catering to both personas (default settings and customizable controls)

PROJECTS AND INTERESTS

COL-LAB

EDUHACKS HACKATHON | NOVEMBER 2017

- Led team of designers and developers in brainstorming and ideation for COL-LAB
- Designed online collaboration platform for students in 48-hours, creating and presenting prototype to mentors and judges
- Won 'Best in Sketch' award

PAST WORK

CLAIMS ANALYST & ADMINISTRATIVE HEAD

INDIGENOUS AND NORTHERN AFFAIRS CANADA

FEB 2014 - DEC 2016

- Policy planning and administration for Indian Residential School Settlement Agreement
- Event coordination and HR duties such as hiring, employee access, etc.
- Directly worked with clients and acted as adjudicator liaison for their cases. Attended close to 200 teleconferences with claimants and estate administrators, providing information, guidance, and support.

CRISIS LINE & TRANSITION HOUSE WORKER

VANCOUVER RAPE RELIEF AND WOMEN'S SHELTER

SEPT 2015 - JAN 2018

- Respond to 24-hour crisis line during evening shifts, assessing women's safety and assisting as needed
- Facilitated weekly meetings with house residents, encouraging communication and conflict resolution
- Trained up to 5 volunteers at a time on strategies for responding to crisis calls and keeping entire Transition House running smoothly