

Rasin Zakaria

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rasinzakaria.com

A solution oriented UX Designer with extensive experience in fashion, omni-channel UX, and ecommerce. Equipped with a strong eye for design and good taste, I have a proven track record of making creative, functional and polished design. From initial concept to final production, I've experience designing low and high fidelity components, integrating live style guides & making rapid visual and interactive prototypes. Clear and effective communication is one of my strengths.

Core skills include: Adobe Creative Suite, Sketch, Figma, HTML, CSS, JQuery & JavaScript.

PROFESSIONAL EXPERIENCE:

Consulting Designer & Developer • June 2014 - Present

I've spent over half a decade helping to bring fashion brands to life through strategic, creative and functional design. From initial conceptual storyboarding and wireframing through to designing the full customer experience journey to optimizing the checkout process using data and analytics.

Alex Eagle UK • London UK • April 2020 - Present

I'm currently leading the digital redesign of Alex Eagle Studio and the design & marketing launch of Alex Eagle Sporting Club. Designing the UX and UI of all of ecommerce along with supporting the creation, production and execution of brand marketing initiatives with a focus on conversion.

Sporty & Rich • Los Angeles • May 2019 - July 2020

This was a crash course in brand scaling. SR grew exponentially month after month since i started, resulting in a 25x increase in revenue during my time. I worked closely with the founder to research, design and develop all of sportyandrich.com and lead several aspects of their omni-channel marketing strategy. Including supporting wholesale partners such as Selfridges UK & SSENSE.

Used qualitative and quantitative data to solve functional problems for desktop and mobile.

Translated several customer data-points into useful, effective and efficient user focused, journey maps, concepts, and visual design. Designed and strategized all of SR's email marketing, helping the customer email database to 70,000. Including automated flows and Zendesk integration.

Harmony Paris • Paris • August 2019 - Feb 2020

Worked closely with the coveted french brand to design and develop and launch their ecommerce platform. Effectively and efficiently designing for both English & French audiences.

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Coveteur • NYC • July 2017 - August 2018

Worked as part of the award-winning team in NYC & Toronto to build and maintain the current version of the online magazine. Also worked hand in hand with Coveteur Founders + CEO to launch the brand's first eCom platform on-par with its world class editorial.

Critical Mass Agency • Toronto • April 2017 - August 2017

Worked as a UI designer and developer as part of Team Nissan, that went on to win the Bronze Lion award at the prestigious Cannes Lions international festival for creativity. Closely partnered with local and remote teams across multiple time zones to implement modular design features.

TunnelBear VPN • Toronto • Nov 2015 - Feb 2016

I worked as a front-end-developer with a team of designers, developers and business managers. To build a help and support interface using the Salesforce API.

CampBrain Cloud Software • Toronto • Oct 2014 - March 2015

Worked full-time as both a UX designer and front-end developer. Built several data-driven design solutions including an internal search system that reduced customer service response times by half.

EDUCATION:

George Brown College • Diploma in Interaction Design & Development • 2015 - 2018

HackerYou(Juno) College of Technology • Front End Development Bootcamp • 2014

VOLUNTEER EXPERIENCE:

Canada Learning Code • Lead Instructor & Mentor • May 2014 - Present

OTHER INTERESTS:

I am a part-time florist in Toronto. Also love architecture, interior design and vintage cars.

References can be provided upon request.