NERO YALAJU

PRODUCT DESIGNER

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WORK EXPERIENCE

Product Designer
CBC/Radio Canada
Jan 2023 - Present | Toronto, ON
Led the design of CBC Gem & Tou.Tv's CMS, focusing on enhancing content editor experience and improving platform efficiency. Delivered innovative solutions to elevate content delivery and enhance user engagement.

UI/UX Designer
SplitBase
Apr 2021 - Jan 2023 | Remote
Designed and launched impactful landing pages for notable lifestyle brands, including Amika, Vanity Planet, and Hyperice, elevating conversion rates by 5-10%. Led end-to-end design processes, delivering 30+ UI screens, and collaborated closely with engineers for seamless implementation. Introduced the UX/UI Analysis process, optimizing team productivity and minimizing design process bottlenecks.

Product Designer
BeBlended
Apr 2021 - Dec 2023 | Toronto, ON
Led the product team in redesigning the hair booking service platform's website and online experiences, aiming to maximize user satisfaction and broaden their reach (achieving a 100% completion rate in usability testing). Conducted user interviews and developed wireframes and prototypes.

UI/UX Designer
Communitech
Sept 2020 - Jan 2021 | Remote
Collaborated with a multidisciplinary team to redesign websites and online experiences for three small businesses, optimizing user experience and extending their reach. Led the user research efforts and crafted wireframes and prototypes.

DESIGN PROJECTS

Graphic & Brand Designer - Contractor
Yerah Extensions
May 2020 - May 2021 | Toronto, ON
Crafted the brand identity, website, print materials, and social media assets for a new luxury hair extensions company specializing in custom services, resulting in a 70% boost in sales.

EDUCATION

McMaster University
Honours Bachelor of Commerce Specialty in Marketing
Sept 2015 - Jun 2019 | Hamilton, ON
Graduated on Dean's Honour List

Brainstation
UX/UI Certificate
2020 | Toronto, ON
Successfully completed BrainStation UX/UI Design Courses, applying design principles to two projects in a 10-week duration, involving prototyping and user research.

SKILLS

Interaction Design
Wireframing
Rapid Prototyping
Design Research
User Flows
Usability Testing
A/B Testing
Branding
Content Strategy

TOOLS

Figma
Sketch
Invision
Illustrator
Photoshop
Google Analytics
Basic HTML/CSS