

Aliya Ghare

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PROFESSIONAL STATEMENT

Objective-driven Product Designer with over 6 years of combined industry-level experience in product design and illustration, successfully leading the design of innovative products at Boardroom Labs, an innovation consultancy and venture studio. Skilled in turning product objectives into functional and enjoyable user experiences, with experience designing responsive web and native mobile software applications. Possessing a strong foundation in design principles and research methodologies founded in Human-centred Design practices, Design Thinking, and Agile and Lean frameworks. Exceptional communication and collaboration skills while thriving in dynamic environments, fostering creativity and driving successful outcomes through empathy, adaptability, ethical design, and a user-centric approach.

SKILLS

Design Tools

Photoshop	InDesign	Illustrator	Adobe XD	InVision
Figma	Whimsical	Maze	Tableau	Miro

UX Skills

User Research	Data Analysis	Information Architecture	User Flows	Wireframing
Prototyping	Usability Testing	User Interface Design	Visual Design	Accessible Design

EXPERIENCE

Lead Product Designer | Boardroom Labs

October 2022 – Present

Toronto, ON

- Spearhead competitive analysis, analyzing over 400+ data points to identify product strengths, weaknesses, and opportunities for improvement.
- Lead user interviews; synthesizing 2500+ research insights to uncover user needs, behaviors, and pain points.
- Construct personas, map user journeys, user flows, and design concepts, leveraging a user-centred approach and accessible and inclusive design standards to drive impactful and intuitive user experiences.
- Lead the development of wireframes, prototypes, and pixel-perfect high-fidelity mock-ups utilizing rigorous design research and intuitive design sense, and continuously iterating based on user and team feedback.
- Build design systems, ensuring consistency and scalability across different products and platforms.
- Create compelling branding and visual assets including logos, icons, illustrations, storyboards, and presentations.
- Build a B2C native mobile guided journalling app poised for acquisition by a multi-billion-dollar health company.
- Improve mobile app usability by conducting user testing and subsequently implementing insights to address critical user issues, thus resulting in a 30% decrease in errors during key tasks.
- Collaborate closely with developers throughout the app development process, providing design guidance, addressing technical constraints, and ensuring seamless translation of design concepts into functional features, resulting in a cohesive and user-friendly application.
- Partner with key stakeholders to define product requirements and ensure alignment with business objectives.
- Implement a Lean and Agile UX approach, accelerating design iterations and enhancing team collaboration.

Workshop Leader & Speaker

September 2019 – Present

Toronto, ON

- Successfully deliver 20+ guest workshops and webinars for university students on illustration, conceptualization, and business acumen. Adeptly facilitate class critiques, fostering a vibrant learning environment for students to refine their skills through constructive feedback.
- Lead 15+ presentations and interactive activities for schools and community events, engaging diverse audiences and effectively conveying information in an accessible and engaging manner.

Illustrator | Freelance

October 2017 – Present

Toronto, ON

- Create captivating illustrations for diverse clientele, driving audience engagement and yielding substantial increase in social media interest, sales, and visibility of both publications and products.
- Collaborate with art directors and designers, utilizing visual design theory and illustration best practices to conceptualize ideas that achieve project objectives and effectively convey concepts to target demographics.
- Manage multiple projects simultaneously, meeting deadlines and delivering high-quality work that meets client expectations and exceeds industry standards, earning 12+ awards in the fields of illustration and design.

Content Creator | Project 40 Collective

May 2017 - August 2021

Toronto, ON

- Produced editorial pieces and graphics and oversaw social media channels, resulting in increased engagement with digital and print content, and increase in Project 40 quarterly publication sales.
- Undertook grant writing to secure program funding, obtaining \$10,000 in Ontario Arts Council funding.
- Collaborated with artists to curate compelling exhibitions and events, fostering community engagement and expanding artistic opportunities to establish the Collective as a prominent cultural hub in Toronto.

EDUCATION & CERTIFICATIONS

Ontario College Graduate Certificate in Digital Product Design, with Honours

Sheridan College, Oakville, ON

April 2022 | GPA: 3.87

Bachelor of Design in Illustration, with Distinction

Ontario College of Art and Design University, Toronto, ON

April 2018 | GPA: 3.8

TCPS 2: CORE

Panel on Research Ethics (PRE)

Sep 2021

SELECT AWARDS

2021, 2023	National Magazine Award, Honorable Mention
2018	Society of Illustrators 61, Book and Exhibit
2018	3x3 Illustration Annual No. 15, Merit
2018	Project 31 Award, OCAD U
2018	American Illustration 37, Chosen
2017	Adobe Design Achievement Awards x2
2012	Ada Slaight Scholarship, OCAD University