



UX Designer + Researcher // marisabivi.ca // hello@marisabivi.ca //Ottawa, ON

Summary

User Experience Designer with 7+ years of experience designing intuitive, user-centered solutions for enterprise SaaS and B2B products. Passionate about solving complex workflows, optimizing design systems, and enhancing user engagement through research-driven design. Skilled in wireframing, prototyping, and usability testing with experience in industries such as ESG, cybersecurity, and field services. Adept at collaborating cross-functionally to align business goals with seamless digital experiences.

Work Experience

Senior UX Designer
2023 - 2024

Portage Cybertech

- Worked with high-level stakeholders, including PMs, Research and UX Lead to define the UX vision for 3 products (2 being full redesigns).
- Worked with fellow designers to build and maintain design systems (including a white label friendly design system) for 3 different products.
- Developed comprehensive onboarding documentation to streamline the new hire experience, ensuring a smooth transition and faster ramp-up time for team members.
- Effectively articulated the ideas behind my work and received positive feedback from the leadership and the VP level.
- Planned, recruited, and conducted usability studies on high-fidelity prototypes. Synthesized research insights into directional solution, further refining final implementation.

UX/UI Designer
2022 - 2023

AMCS Group (Formerly FigBytes)

- Focused on 2 upcoming product solutions, while assisting in the production of a scalable design system to support UX and dev teams in the full product redesign.
- Conducted secondary research for upcoming solutions: Water Stewardship and Supplier Transparency (Scope 3).
- Interviewed potential clients to understand their goals and needs in the above problem spaces.
- Contributed to key product screen designs for the refresh.
- Trained internal and external designers on the design system and give feedback on their work.

UX/UI Designer
2019 - 2022

TrueContext (Formerly ProntoForms)

- Designed high fidelity mock-ups for prototypes to align goals and validate ideas with PO, Devs, other Designers and conducted user testing. Then analyzing and compiling results.
- Spearheaded 16 new features and 6 improvements, 13 have launched to-date and 3 more in the pipeline.
- Initiated and built the design systems for web solutions and mobile apps (iOS + Android) to expedite the team design process and
- Planned 18 employee events as part of the Social Committee.



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Work Experience

Staff Designer
2018 - 2019

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- Conceptualized, designed and delivered wireframes and high-fidelity mockups for 2 new app solutions.
- Produced various printed and digital marketing materials, including trade show booths designs for over 10 global events.
- Planned 10 events for employees as part of the Social Committee.

Junior Designer
2016 - 2018

Arctic Leaf

- Worked for 17+ clients to design material for e-commerce sites on popular platforms, social media content, branding, packaging and other digital and printed marketing materials.
- Designed low + high-fidelity mock-ups for 5 iOS & Android apps.
- Communicated with devs, PMs and clients to understand problems and align goals.
- Designed, developed and maintained Wordpress + Leadpages websites and email campaigns.
- Produced product, headshot photography and over 30 videos.

Education & Certifications

2019 -2020

Ontario College Graduate Certificate in Interdisciplinary Studies in Human-Centered Design

Algonquin College: School of Media & Design

Capstone Group Project: Access to maternal healthcare service

2019

IBM Enterprise Design Thinking Practitioner

IBM

2013 -2016

Ontario College Advanced Diploma in Graphic Design

Algonquin College: School of Media & Design

Volunteer

2024 - Present

UX Book Club of Ottawa

- Coordinating and facilitating bi-monthly book club meetings, ensuring engaging discussions and a welcoming environment for all members.
- Curating UX and professional development focused book lists, preparing discussion questions, and sourcing materials to enhance the reading experience.