

# Ema Arbez

## Summary

Self-motivated, hard-working, analytical, detail-focused designer with 18 years of design experience. Work well with both large and small groups of local and international professionals and departments. Can confidently explain the logic behind all design decisions. Make design decisions based on best practices using diverse-thinking end users' behavior. Flexible to adjust work according to changing priorities. Focused on designing interfaces for web applications powered by the latest platforms and frameworks.

Languages: English, Czech, Slovak, French

## Employment

### **BistroMD** contract work as CMS Design Solutions 2015 - present

#### **UI Designer**

BistroMD is a national company selling meal programs to clients mainly to target weight loss. Tasked to bring a fresh new appealing UI design that's user-friendly, better converting, with an intuitive look to their front end. Redesigned user portal where customers log in to view or update their meal preferences, meal selection, delivery scheduling, get support, and chat with other members. Enhancement of certain key pages on [bistromd.com](http://bistromd.com) that resulted in improved engagement and higher conversions. Developed multiple sub-brands identities to expand their offerings, [silvercuisine.com](http://silvercuisine.com), and [mybalancemeals.com](http://mybalancemeals.com). Websites were created based on their target market with age, gender and lifestyle in consideration..

### **Alpha Fintech by PPRO** May 2018 - August 2022

#### **UX/UI Designer**

Alpha Fintech is a banking solution provider for payments, risk, commerce and blockchain vendors standardized into one API for complete back-end infrastructure. Redesigned the current client portal based on industry's latest UI standards using mockups, prototyping, html5, Bootstrap 4, jQuery, Java Script, Kendo UI and created a new mobile-friendly interface with functionality upgrades and a capability to quickly and easily customize colors to compliment a brand of any new white label. Reorganized elements and layout for intuitive user interaction and page flow. Helped implement Sisense, and Power BI the business analytics software, into the portal dashboard. Redesigned a multi-hierarchy reporting/statements section and administrative profile sections for each hierarchy, complex transactions search forms,

confirmation, result windows and virtual terminal. Worked on merchant portal customization and pay pages for multiple clients such as Bank of New Zealand, Novatti, Westpac, SCB, Grab and KTC.

Redesigned, implemented and maintained the alphafin.tech website. Interacted with development and product teams in different time zones via Google Hangouts, call meetings, Slack, Skype, email and Jira. Proactive and self managing of tickets and tasks based on project and company priorities. Worked with the team to optimize logical design details.

## **Realty Web Solutions** May 2014 - December 2016

### **UI Designer**

Partner in a business venture developing Wordpress real estate plugin and designing websites exclusively for real estate agents and brokers. The process involved launching a competitive product to the market, learning about the market and the end client's needs.

Worked with the development team to grow the custom WP plugin that was based on incorporating features comparable to related market. Created a custom web presence for each client. Worked with clients, gathered their requirements, target market, market statistics, target areas (counties, cities and communities), their goals and expectations. During each engagement process I gave my constructive feedback on what would work for them based on experience, competition and statistics to maximize their target revenue. Exceeded clients' expectations in the form of valid leads that later converted to sales.

## **Self Employed** 2005 - 2014

### **UI Designer**

Graphic design, UI design, affiliate marketing.

## **Tools**

- Figma, InVision, Adobe XD (paper and pencil)
- Photoshop, Illustrator, inDesign, Dreamweaver
- Jira, Confluence, Team Pulse, BaseCamp, Asana
- Microsoft: Excel, Visual Studio, Word
- Html, CSS, Bootstrap, Javascript, Jquery, Material UI, Kendo UI, Angular, some PHP, some MySQL DB, cPanel, Beyond Compare
- Corel Suite: Corel Draw, Corel Photopaint
- Slack, Mattermost
- Wordpress, Joomla
- Sisense, Power BI

- Typography and iconography

## Experience/Skills

- Branding
- Wireframing, mockups, low-fidelity and high-fidelity prototyping
- Product design, vector drawings, logos
- User research, personas, problem statements, user journey maps, user flow, information architecture
- Competitor research and analysis
- Design system
- Mobile responsive design
- Cross-browser/cross-platform implementation & compatibility testing
- Excellent written, verbal communication and visual skills
- Project planning
- Project documentation
- Requirement analysis and execution
- Agile and Scrum development practice
- Collaboration with multiple teams and departments locally and remotely
- Email design and templates
- Social media marketing
- Affiliate marketing
- Google Analytics, Google Tag Manager
- Time/cost evaluations
- SEO

## Certifications

<https://www.linkedin.com/in/ema-arbez-8242a37/details/certifications/>

## Portfolio

<http://uxuidesign.me/> (password: viewportfolio)

<http://cms-design.net/portfolio/>