

ALENCE ABHINAY

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PROFESSIONAL SUMMARY

Experienced design professional with 5+ years of experience spanning **UX/UI design, service design, and front-end development** (with advanced **WordPress expertise**). Proven ability to lead creative teams, develop comprehensive **design strategies**, and deliver impactful **user-centered solutions** across various industries, including **finance, e-commerce, and automotive**. Expertise in **Figma, Adobe Creative Suite, FigJam, Miro, and WordPress development** (including **HTML, CSS, and JavaScript**). Strong understanding of **user research methodologies** (qualitative and quantitative), **design thinking principles, service design blueprints, A/B testing, and SEO/SEM best practices**. Passionate about creating innovative and accessible **digital experiences** that drive business growth. Experience collaborating with **cross-functional teams** (product, engineering, marketing, stakeholders) in fast-paced, **agile environments**.

TECHNICAL SKILLS

Design Tools	Figma, FigJam, Adobe Creative Suite, Sketch, InVision, Axure, Miro, WordPress
User Research	Usability Testing, User Interviews, Surveys, Data Analysis
Prototyping	Wireframes, Interactive Prototypes, High-Fidelity Mockups
Web Development	HTML, CSS, JavaScript
Performance Optimization	Site Speed Optimization, Bug Fixing, Crawl Functionality Enhancement
Content Optimization	Image Compression, Asset Optimization
Analytics	Heatmaps, Conversion Analysis, Web Analytics
SEO/SEM	Backlinks, Lazy Loading, Caching, Meta Tags
Accessibility	WCAG, ARIA Labels, Semantic HTML, WP Accessibility
WordPress Specifics	Advanced Custom Fields, WordPress REST API
Design Methodologies	User-Centered Design, Design Thinking, Service Design, Agile

PROFESSIONAL EXPERIENCE

Manulife *February 2023 – Present*

Senior UX Designer - Digital Advertising and Retail Media

- Developed and implemented a comprehensive **UX strategy** for **digital advertising and retail media platforms**, leading to increased **user engagement** by improving **ad placements** and **interactive elements**.
- Designed **high-converting landing pages** and **ad creatives**, driving a significant boost in **lead generation** by applying **data-driven UX principles** and **user behavior insights**.
- Established a **scalable design system**, reducing design iteration time and ensuring **consistency** across multiple ad formats while improving **collaboration** with development teams.
- Conducted **user research, heatmap analysis, and A/B testing**, leading to noticeable improvements in **ad performance** through iterative UX enhancements.
- Developed a **responsive and adaptive design framework**, enhancing **design consistency** across platforms and ensuring seamless experiences across **desktop and mobile**.
- Improved **accessibility and usability** in ad experiences, contributing to higher **customer satisfaction** as measured by survey feedback and usability testing.
- Created **interactive prototypes** and detailed **design documentation**, streamlining the **design-to-development handoff**, reducing revisions, and improving efficiency in **agile sprints**.
- Strengthened **cross-functional collaboration** between **UX, marketing, and engineering teams**, optimizing **workflow efficiency** and ensuring seamless execution of **UX initiatives**.

Capgemini
UX Designer - E-commerce and B2B Platforms

March 2021 – December 2022

- Worked for: [Mannings Hong Kong](#) and [Guardian Indonesia](#)
- Improved **online sales** by designing an optimized **checkout process** and refining **UI/UX elements** to reduce cart abandonment.
- Enhanced **website navigation** and simplified **product discovery**, leading to better **user engagement** and a reduction in bounce rate.
- Streamlined the **design-to-development handoff** by implementing a **component-based design system** in **Figma**, resulting in more efficient workflows.
- Designed and optimized **mobile-first interfaces**, leading to improved **user retention** and a seamless browsing experience across devices.
- Conducted **A/B testing** and **usability evaluations**, refining designs based on **data-driven insights** to improve key performance indicators.
- Developed **interactive prototypes** to facilitate stakeholder feedback and accelerate design iteration cycles.

KEY PROJECTS

Truck Brite Websites — UI/UX Development

[\(Truck Brite, AllScopesk\)](#)

- Designed and developed two **high-performing, engaging, and responsive websites** for an automotive after-market company using **WordPress, Figma, HTML, CSS, and JavaScript**.
- Created **wireframes, mockups, and interactive prototypes** using **Figma**, showcasing design concepts and user flows.
- Leveraged **SEO best practices** and **web analytics** to optimize website performance, visibility, and user engagement.
- Conducted **usability testing, Heatmap analysis** and incorporated user feedback to improve the overall experience.

Les Crêpes - Coffee Shop Website — Web Design Project

[\(Project Link\)](#)

- Designed a **responsive, French-themed website** using **Figma, Adobe XD, and Miro**, demonstrating proficiency in web design and development tools.
- Integrated **business-critical features** like Google Maps and a content management system to enhance user experience and meet client needs.

PawPals – Pet Social Networking App — App Design Project

[\(Project Link\)](#)

- Created a pet-centric app featuring **geolocation filters, secure messaging, and user verification**, demonstrating experience with complex feature design.
- Developed comprehensive **user flows** for key app features, including onboarding and booking, to ensure a seamless user experience.

CERTIFICATIONS

- Agile with Atlassian Jira – Coursera
- Google UX Design Professional Certificate
- Nielsen Norman Group UX Certification
- Adobe Certified Expert - UX Design

EDUCATION

Bachelor of Technology - Telangana, India
Gokaraju Rangaraju Institute of Engineering and Technology

November 2020