



Sabina Rana

Senior Product Designer

Mississauga, ON

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UI Design | Design Systems | Prototyping Expert

Summary

Senior Graphic Designer with nearly 20 years of experience creating engaging products across dynamic industries, including music, children's games, wayfinding, and community-driven gaming platforms. Skilled in scalable design systems, interaction design, and cohesive UI components. Passionate about simplifying complexity to deliver user-centered solutions. Adept at end-to-end design within agile environments, navigating ambiguity to craft delightful and accessible user experiences.

Skills

- ✓ Usability Testing
- ✓ Design Facilitation
- ✓ Figma Proficiency
- ✓ High-Fidelity Design
- ✓ Data Analysis
- ✓ Industry Trends
- ✓ Agile Processes
- ✓ Stakeholder Collaboration
- ✓ Design Systems
- ✓ Time Management
- ✓ Solution Development
- ✓ Front-End Development
- ✓ Style Guides
- ✓ Organization Skills
- ✓ UX/UI Design
- ✓ Team Communication

Work Experience

Enthusiast Gaming
Senior Product Analyst

Toronto, ON
Apr 2021 – Dec 2023

- **Achieved a 300% Increase (+\$600,000) in Monthly Revenue** with a site refresh, enhancing VIP features, optimizing ad placements, improving mobile experiences, implementing a unified design system, and driving user engagement and platform growth
- **Site enhancements** attracted interest from major industry leaders, leading to partnerships with Sony Pictures, Amazon, and EA Games
- **Promoted to Senior Product Analyst** for the ability to grasp complex product design decisions, delivering high-quality wireframes and prototypes that streamlined processes and improved overall user experience, while collaborating with stakeholders and developers to identify user pain points
- **Implemented Design Systems** using UXPin, Figma, Jira, and Confluence, clearly articulating design decisions for features like personalized content recommendations and advanced search filters, resulting in improved user satisfaction and engagement

Mapsted
User Experience Designer

Mississauga, ON
Mar 2019 – Apr 2021

- **Improved accessibility** in interactive maps for airports, malls, and venues by refining icons and colour schemes, enhancing user navigation and overall experience
- **Designed responsive layouts** for web/apps, landing pages, email campaigns, and event materials, incorporating custom illustrations and animations to increase user engagement and visual appeal
- **Enhanced UI/UX** in wayfinding products by identifying and resolving usability issues, and introduced new design tools and methodologies to streamline development processes

Ganz
Senior User Experience Designer

Woodbridge, ON
Sep 2005 – Sep 2016

- **Game Design & Engagement:** Contributed to multiple successful Webkinz games, designing engaging features, splash pages, and promotional materials. Designed and brought select Webkinz Arcade games to mobile platforms, boosting user retention and engagement across devices
- **Designed and Delivered** physical merchandise for Webkinz, including four series of trading cards, stationery, toy boxes, and t-shirts, ensuring brand consistency and product appeal
- **Caring Valley Initiative:** Designed an engaging and fun interactive microsite for Ganz's Caring Valley, enabling charitable donations to select foundations, raising over \$500,000 for organizations like Make-A-Wish Foundation and SickKids Foundation
- **Collaborated with major brands** like Mattel, Pixar, and Kellogg's on impactful campaign content, while enhancing parent engagement platforms and improving SEO to support platform growth

EMI Music
Flash Artist Intern

Toronto, ON
Jan 2005 – Nov 2005

- **Created animated GIFs**, banner ads, and promotional materials, boosting engagement for music campaigns and album releases
- **Developed streaming media players** using Flash and ActionScript, enhancing the user experience for artist promotions
- **Created eye-catching promotional materials**, including screensavers and e-newsletters, to effectively showcase new album launches and artist features, boosting audience engagement and awareness

Tools

Research

- ✓ Google Analytics
- ✓ Hotjar
- ✓ Survey Monkey
- ✓ Chat GPT
- ✓ Midjourney

Design & Prototyping

- ✓ Figma
- ✓ UXPin
- ✓ Adobe CC
- ✓ Blender
- ✓ Unbounce

Communication

- ✓ Slack
- ✓ Monday.com
- ✓ Miro
- ✓ Notion
- ✓ OBS Studio

Coding

- ✓ HTML
- ✓ CSS
- ✓ Javascript
- ✓ WordPress
- ✓ Framer

Project Management

- ✓ Jira
- ✓ Confluence
- ✓ Nucleo

Professional Development & Education

How to Design Engaging Products: Insights from Fortnite's UX

[Interaction Design Foundation](#)

Online Course

2024

Complex UI Design: Practical Techniques

[Interaction Design Foundation](#)

Online Course

2024

AI-Powered UX Design: How to Elevate Your UX Career

[Interaction Design Foundation](#)

Online Course

2024

Fundamentals of UX Writing Certificate

[Seneca College](#)

Toronto, ON

2023

Coding Bootcamp Certificate

[Sheridan College](#)

Mississauga, ON

2019

Interactive Media Management

[George Brown College](#)

Toronto, ON

2018

Multimedia Production Technician

[Humber College](#)

Toronto, ON

2005