

# Sana Ali

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UX Designer with 2+ years of experience designing user-facing web and mobile experiences. Skilled in translating complex requirements into intuitive, accessible, and brand-aligned design solutions. Experienced in discovery, wireframing, prototyping, design systems, and cross-functional collaboration with product, marketing, and development teams. Background in marketing and business strategy with a strong foundation in human-centered design.

## Work

### **UX/UI Designer** - Usko Privacy | November 2022 - January 2023

- Redesigned mobile app onboarding and data loading flows, reducing onboarding time by 40%.
- Created lo-fi & hi-fidelity wireframes and interactive prototypes to support development handoff.
- Improved existing UI components and visual design, increasing usability testing scores by 8%.
- Developed and maintained a design system to ensure consistency across mobile screens and accelerate developer collaboration by 50%.
- Partnered closely with developers and product leadership to align UX solutions with product and business goals.

### **UX & Graphic Designer** - Freelance | October 2019 - Present

- Conducted end-to-end Webflow site design project (quantitative/qualitative research, competitive analysis, brand design, user flows, information architecture, prototyping) resulting in improved client satisfaction by 60%.
- Designed responsive web experiences, branding, and marketing assets, including logos, photography, videography, flyers, slide decks, and social media graphics to boost client visibility and engagement across digital platforms.
- Presented and justified design decisions to stakeholders, incorporating feedback through rapid iteration, consistently receiving 5-star client satisfaction ratings.
- Ensured designs adhered to brand standards, typography guidelines, and accessibility best practices.

### **Design Specialist** - Blooming Bud Daycare Center | July 2020 - December 2021

- Led a full website redesign using a human-centered design process, increasing enrollment leads by 600% and staffing leads by 200%.
- Created user flows and hi-fidelity designs aligned with brand and content strategy.
- Collaborated with stakeholders to gather requirements and translate them into usable digital experiences.

### **Marketing & Operations Specialist** - Blooming Bud Daycare Center | September 2024 - Present

- Coordinate cross-functional communication between staff, families, and leadership.
- Collaborate with internal teams to create and deliver brand-aligned digital and print materials.
- Support digital communications and content updates, ensuring consistency across channels.

### **Design & Social Media Coordinator** - Believers Bail Out | September 2019 - January 2021

- Managed social media and website presence. Developed graphics, videos, and campaign blast materials, increasing Facebook followers by 450%, Instagram followers by 860%, and site traffic by 700%.
- Collaborated with national directors to redesign the organization's logo, establishing a consistent brand identity.
- Organized and facilitated an art call initiative, boosting community engagement and visibility.

## Skills

**UX** | User Research, Discovery Sessions, Wireframing (Lo & Hi-Fidelity), Prototyping, User Flows, Journey Mapping, Usability Testing, Accessibility (Web & Mobile), Design Systems, Stakeholder Presentations

**Tools** | Figma, Webflow, Adobe Creative Suite (Illustrator, Photoshop, etc.), HTML/CSS (Working Knowledge)

**Product Strategy** | Consumer Behavior, Branding, SEO, Communication, Social Media Management

## Education

**UX Design Certification** - Google | 2022

**B.S. in Business Administration, Marketing** - University of Illinois at Urbana - Champaign