ALI SĀRI

Designer & Creative Developer specializing in end-to-end brand and web experiences. My focus is on high-craft visual design and building the scalable, intuitive systems that bridge strategy and execution for founders and in-house teams.

Vancouver, BC, Canada.
ali@alisari.design

Portfolio ↗   **LinkedIn** ↗

Experience

Kaydence

Kaydence is a design agency based in Vancouver. I was the first full-time hire and started as a Visual Designer and Developer.

Vancouver, Remote
Jun '21 - Feb '24

Senior Designer

- Architected and implemented a new scalable design and development framework, which **increased the studio's design maturity** and **boosted collaboration efficiency**, directly resulting in a **316% increase in client capacity year-over-year.**
- Led the end-to-end product design for a new 0-to-1 B2C real estate platform, defining the strategic path to MVP by creating a **phased product roadmap**, building its **foundational design system**, and delivering a **prototype that aligned stakeholders with core business objectives.**
- Led the design of **consumer-facing web and mobile experiences** for a diverse client portfolio (creative studios, e-commerce, real estate), delivering holistic brand identities and the scalable design systems required to ensure consistency.
- Spearheaded the agency's internal rebrand, including a new visual identity and website, to better **align its market positioning with strategic business goals.**

Visual Designer & Developer

- As the agency's first full-time hire, I owned all hands-on design and development, **from initial brand and UX/UI concepts to final front-end execution.**
- Collaborated directly with the founding partners to secure the agency's initial client base by designing and developing a wide range of client projects and **crafting the compelling pitch decks** that won them.

Madxaar Creative House

Madxaar was a creative house co-founded by myself and three other partners as a reaction to the pandemic.

Vancouver, On-Site
May '20 - May '21

Founding Designer

- Co-founded and launched a creative agency during the COVID-19 pandemic, pioneering a foundational design strategy and brand identity that secured the company's initial client base in a challenging market.
- Drove **client growth by leading a diverse portfolio of brand and web experience** projects, including **e-commerce development** and an event marketing campaign that generated **over 5,000 event attendees** for a local partner.
- Engineered the agency's operational framework, **overseeing all project management** while establishing a physical studio as a hub for collaborative client workshops and local creative community engagement.

Solid State Community Industries

Solid State Community Industries (SSCI) is a non-profit organization focused on building a solidarity economy.

Surrey, On-Site
Apr '19 - Mar '20

Digital Designer + Cohort Co-ordinator

- Spearheaded the creation of a comprehensive visual identity framework to establish a cohesive and scalable brand experience across all of the non-profit's online and offline touchpoints, including billboard, booklets, email design
- Owned the **end-to-end design and development of a new website**, strategically positioning it as the central hub for the organization's digital communication, community engagement, and key fundraising initiatives.
- **Mentored and guided the non-profit's first cohort** of aspiring young creatives, providing hands-on design training and professional direction on their real-world client projects.

ALI SĀRI

My freelance practice where I take on design and development projects from clients in varying industries.

Freelance, Remote
Sep '24 - Present

Designer & Creative Developer

- I partner with a diverse range of clients, from **creative agencies and game studios to retail and non-profit organizations.** My specialty lies in building scalable visual systems and bridging the gap between **creative vision and technical development.**
- Providing end-to-end solutions that unify a client's brand, product experience and marketing. This includes crafting **brand identities and marketing collaterals, designing intuitive products and web experiences, and developing marketing and e-commerce websites.**

Education

Bachelor of Arts

Simon Fraser University
Faculty of Communication, Art and Technology

Skills

Design Tools

Figma, Figma Make, Adobe Illustrator, Photoshop, Premiere Pro, After Effects, Rive, Flora

Design Skills

Brand Design, Visual Design, Design Systems, Information Architecture, Journey Mapping, Personas, Interaction Design, Prototyping

Development

Webflow, Cursor, Antigravity, V0, HTML, CSS, JavaScript