Ludji Helas | L7.STUDIOS

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PROFESSIONAL SUMMARY

Creative and driven Algonquin College Graphic Design Alumni, with a strong focus in UX/UI and Print Design. Passionate about crafting intuitive, visually engaging experiences that balance user needs with clear, effective design. Eager to contribute user-centered thinking, adaptability, and fresh creative insight to a collaborative design team

EDUCATION

Algonquin College   **Sept. 2022 – June 2025**
Graphic Design: UX/UI Specialization   Ottawa, ON

Uxcel   **Dec. 2025 – Present**
UX/UI Design

                                                                                   Online

Relevant Coursework: Interaction Design, Usability Testing, Design Systems, Typography

WORK EXPERIENCE

UX/UI Designer   **May 2025 – Nov. 2025**
Shift-Sync AI   Ottawa, ON

- Led end-to-end UX/UI design for an AI-powered automotive diagnostics platform, defining user flows, information architecture, and interaction patterns for onboarding, authentication, paywalls, and master/sub-accounts.
- Designed a scalable, production-ready design system to support rapid MVP development and future feature expansion.
- Prototyped the core AI chatbot experience supporting text, voice, image, and VIN inputs using Figma, enabling usability testing and faster developer handoff.
- Collaborated closely with founders and the developers to align user experience, monetization strategy, and technical feasibility within tight startup timelines.

Web Designer   **March 2025 – July 2025**
Birddog Design Studio   Hull, QC

- Revitalized the Birddog Design website by redesigning layouts, navigation, and visual hierarchy to better reflect the brand's identity.
- Developed a unified design system for web and mobile platforms, improving brand consistency across all digital touchpoints.
- Delivered a fully responsive, user-centered website within an 8-week deadline, receiving positive internal and client feedback.
- Applied UX best practices, accessibility considerations, and visual design principles to enhance overall usability and engagement.

Graphic Designer & Real Estate Assistant   **Feb. 2021 – Aug. 2024**
Synercapital Investment Realty   Ottawa, ON

- Designed marketing materials including listings, presentations, and digital assets to support property sales and branding efforts.
- Managed and updated MLS listings across multiple contract cycles, ensuring accuracy and visual consistency.
- Conducted market research and produced comparative market analyses, mortgage calculations, and property reports.
- Maintained organized client records and workflows using CRM platforms, providing full-time and on-call support over 4 years.

PROJECTS

Kitchen Alchemy | Figma, Gronq AI, React Native   **Jan. 16, 2025 – Jan. 18, 2025**

- Designed a smart fridge and mobile app using Groq AI to address pantry paralysis by scanning household ingredients and generating personalized recipes, enabling faster meal decisions.
- Led end-to-end UX design in Figma including user research, user flows, wireframing, and UI while collaborating with a cross-functional team during a 3-day hackathon.
- Delivered and presented a functional prototype, clearly communicating design decisions, user value, and technical functionality, resulting in reduced recipe decision time and improved task efficiency.

TECHNICAL SKILLS

Design Tools | Figma, Adobe Creative Suite, Milanote, Microsoft 365, Affinity
UX/UI Skills | User Flows, Information Architecture, Wireframing, High-Fidelity Prototyping, Responsive Design
Research Skills | Persona Development, Usability Testing, Surveys & Interviews
Languages | HTML, CSS, JavaScript
Developer Tools | GitHub, Bootstrap, Webflow, Visual Studio Code
Bilingual | Fluent in English & Haitian Creole