

# Ludji Helas | L7.STUDIOS

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## PROFESSIONAL SUMMARY

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UX/UI designer with experience across visual, web, and product design, including AI-driven and client-facing digital products. Skilled in user-centred design, interaction design, prototyping, and design systems, with a strong foundation in visual communication and cross-functional collaboration. Creates clear, scalable experiences that balance user needs with business goals.

## EDUCATION

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### Algonquin College

Graphic Design: UX/UI Specialization

*Additional training: Uxcel UX/UI Design (ongoing)*

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

Sept. 2022 – June 2025

Ottawa, ON

## TECHNICAL SKILLS

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**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

**Developer Tools** | GitHub, Bootstrap, Webflow, Visual Studio Code/ **Languages** | HTML, CSS, JavaScript

**Bilingual** | Fluent in English & Haitian Creole

## WORK EXPERIENCE

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### Shift-SyncAI

UX/UI Designer

May 2025 – Nov. 2025

Ottawa, ON

- Led end-to-end **UX/UI** design for an AI-powered automotive diagnostics platform, defining **User Flows** and **Information Architecture** across 5 core product journeys, including onboarding, authentication, paywalls, and master/sub-account access.
- Built a scalable design system that streamlined MVP execution and supported efficient feature expansion.
- Developed interactive prototypes in **Figma** for the core AI chatbot experience, incorporating 4 input methods — text, voice, image, and VIN — to support earlier **Usability Testing** and faster developer handoff.
- Partnered with founders and developers to translate product, monetization, and technical requirements into intuitive user experiences within a fast-paced startup environment.

### Birddog Design Studio

Web Designer

March 2025 – July 2025

Hull, QC

- Redesigned the Birddog Design website by improving layout, navigation, and visual hierarchy, creating a more cohesive and user-centred digital brand presence.
- Developed a unified design system for web and mobile platforms, strengthening consistency across digital touchpoints.
- Delivered a fully responsive website within an 8-week timeline, applying **Responsive Design** principles to improve usability across devices.
- Applied UX best practices and accessibility principles to enhance clarity, engagement, and overall site usability.

### Synercapital Investment Realty

Graphic Designer & Real Estate Assistant

Feb. 2021 – Aug. 2024

Ottawa, ON

- Supported branding and sales initiatives over 4 years by designing marketing materials, property listings, presentations, and digital assets.
- Produced market research, comparative market analyses, mortgage calculations, and property reports to support more informed business decisions.
- Managed and updated MLS listings across multiple contract cycles while maintaining organized client records and CRM workflows, improving accuracy, visual consistency, and overall operational support.

## PROJECTS

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### Kitchen Alchemy | Figma, Groq AI, React Native

Jan. 16, 2025 – Jan. 18, 2025

- Co-designed a smart fridge and mobile app concept during a 3-day hackathon, helping users reduce pantry paralysis by generating personalized recipes from scanned ingredients.
- Led the end-to-end UX process in **Figma**, including **User Flows**, **Wireframing**, and interface design while collaborating with a cross-functional team under tight deadlines.
- Delivered and presented a functional prototype that improved meal-planning efficiency by making recipe decisions faster and more intuitive.