

# Arien Alabar

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## WORK EXPERIENCE

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### Co-Founder & Founding Product Designer

Trustline | September 2025 - present

- Co-founded startup from a hackathon, designing end-to-end UI in Figma with empathetic, minimalist principles tailored to older adults and caregivers
- Led 10 user interviews and competitive research to validate concept, inform design, and support investor pitching

### UI/UX Designer

Network for Applied Tech | September 2025 - present

- Redesigned dense pipeline chart into an accessible, Obsidian-inspired graph view, improving readability for internal teams
- Designed stakeholder-facing views and marketing assets to support outreach and company pitches

### Lead UI/UX Designer

Ripplet Connect | August 2025 - October 2025

- Conducted competitive analysis across similar apps to identify design opportunities and establish a stronger brand direction & designed onboarding experience and mentored 2 junior designers on UI best practices

## VOLUNTEER & ACHIEVEMENTS

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### UI/UX Designer

Blueprint UAlberta | September 2025 - present

- Developed full branding guidelines, logo, and asset library for Inner Blueprint, a new sister website initiative.

**1st Place:** Trustline (NAT Ignite 2025)

**2nd Place:** KanataHub (AdaHacks 2026; UX/UI Stream)

**3rd Place:** Haven (HackED 2026; Diversity in Eng)

## SKILLS

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**Research:** User interviews, Empathetic Design, Journey Mapping, User Persona, Auditing, Copywriting, Surveys

**Tools:** Figma, Illustrator/Indesign/Photoshop, React, Canva, Sketch, HTML/CSS/JS

## EDUCATION

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**B.A in Psychology with Minor in B.Sc Computing Science:** University of Alberta

**UX Designer Certification:** Google (In Progress)