

Chiara Knapman

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UX/UI Designer

Increasing user engagement, brand awareness, revenue, and overall performance.

AREAS OF EXPERTISE

- Broad knowledge and success in a development environment, to include research, user flows, wireframing, mockups, clickable prototypes, usability testing, and documentation.
- Self-motivated and adaptable to new responsibilities and technologies, with ability to work equally well independently or as a team member in a deadline-driven setting.
- Success helping multiple startups acquire seed round investments by designing software UX and UI.
- Outstanding interpersonal and communication strengths leveraged to collaborate with C-level executives, department directors, developers, marketing and operations staff, and other designers, as well as customers.
- Solid analytical and critical thinking skills, applying data analytics to inform design decisions and content requirements; experience with content and UX audits, market research, surveys, customer feedback, comparative testing, ethnographic field studies, directed interviews, clickstream analysis and remote usability testing.
- Exceptional leadership capabilities and experience managing junior designers, including remote team members.
- Experience with Agile Scrum and Waterfall methodologies.

Professional Experience

Marble Financial, **Senior UX Designer** (12/2019 to Present)

Marble Financial is an AI-driven financial technology company that educates and helps Canadians better understand and manage their current cash flow and credit towards a better financial future. In my current role, I am responsible for facilitating brainstorming workshops with our cross-functional teams, auditing UX metrics, conducting remote usability tests and surveys, presenting findings to C-level executives, designing the UI and UX of our responsive web-app and crafting experiences for our internal teams, partnerships and free agents. Day to day I work alongside the CTO, a team of Developers, Marketing, Operations and Customer Success.

Key Achievements:

- Designed a beta app, in 2020, which helped in securing \$2M in investments
- In 2021, I developed a UX strategy that helped increase our account growth by 150% (from 10,000 in 2020 to 25,000 accounts in 2021)
- Increased quarterly revenue for Q2 by 77% when comparing the same period in 2020 & 2021
- Increased brand sentiment and intent to use by 23% in 6 months
- Listed as 1 of 5 finalists for Consumer Lending Platform of the Year by the Canadian Lenders Association for 2021
- Released to market 4 products and a white label service with the option of API integration with 12 partnerships in development, since launching in mid-2020

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Chiara Knapman Designs, **Freelance Product Designer** (1/2013 to 11/2019)

Design and develop unique solutions to ensure successful market entry and promote sustainable growth for startup and established clients in a broad range of industries, including fintech, software development, nonprofit, digital, and social. Clients have included WeSupply, Fifth LLC, Women in Tech World, Olencha, Veza, Please Mum, Eternal Skincare, Vancouver Grain Exchange, and AMR Global.

Key Achievements:

- Helped multiple clients secure investments for startups by developing a proof of concept.
- Enhanced client revenue growth through redesign of UX/UI.
- Increased brand awareness and national visibility for a nonprofit with a cohesive marketing campaign.

Contiq Software, **Senior Product Designer** (3/2017 to 12/2017)

Built design team by hiring staff and contractors, establishing departmental philosophy, and developing design processes for a company using AI to create customized, winning sales content for clients. Conducted user research and designed UI and UX, working directly with founders as well as engineering, data science, sales, and design staff to ensure alignment with company vision and goals.

Key Achievements:

- Secured numerous clients for the company's pilot program.
- Established standardized guidelines for design, language and interaction across all departments to improve efficiency and effectiveness of employee onboarding, problem solving, and client communication.

VIVA Lifestyle & Travel Media, **Senior Interaction Designer** (8/2014 to 3/2017)

Designed UIs for internal CMS, website and iOS app for the world's fastest growing digital media company targeting millennials. Researched, analyzed, and tracked user preferences and behaviour, demographic data, and psychographic parameters to inform design decisions. Developed UX requirements for content. Used Google Analytics to assess testing, user performance, cost and content data to identify opportunities for growth.

Key Achievements:

- Increased revenue by 400% and helped secure \$1.2 million in funding.
- Improved performance of recommendation engine and increased user growth to 1 million MUVs.

Summit Tools, **Graphic Designer** (5/2014 to 7/2014)

Designed graphical elements for websites, e-newsletter, social media content, signage, flyers, and newspaper ads for a tool company targeting contractors and homeowners.

Key Achievements:

- Work appeared in The Vancouver Sun, The Province, and Le Journal de Montreal.
- Enhanced brand awareness among multiple target markets.

Jostle Corporation, **Junior Interaction Designer** (6/2012 to 12/2012)

Designed features for SaaS intranet platform promoting workplace communication and interconnectedness. Researched user preferences and needs to create file sharing, content discovery, announcements, and other features to be used across desktop web, iOS, and Android.

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Key Contributions:

- Doubled user engagement by redesigning e-newsletters and expanded reach by translating content into Spanish.
 - Enhanced functionality, increased customer satisfaction, and standardized the user experience.
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Education

Emily Carr University of Art and Design
Bachelor of Design, Interaction Design, 2012

Nielsen Norman Group
UX Certificate, ID 1043846, 2021

Technologies

Figma, Adobe Creative Suite, Sketch, Zeplin, Google Analytics, Hotjar, Lucidchart, Jira, Confluence, UserTesting, Material Design, Salesforce, DocuSign, Microsoft Office, SharePoint, Teams, Slack, Responsive web-app design, working knowledge of HTML, CSS, iOS

Community Involvement

Volunteer, Great Canadian Shoreline Cleanup and Surfrider Vancouver, 2019-Present
Interim Co-Director of Technology, Women in Leadership Foundation, 2017
Lead Designer, Women in Leadership Foundation, 2016
Art Therapy Assistant, Kinvillage, 2014