

Sami Jalizi

www.linkedin.com/in/jalizi/
www.samix.ca/
sami.jalizii@gmail.com

PROFESSIONAL SUMMARY: A product designer with AI expertise specializing in **B2B SaaS** and a strong background in **sustainability and entrepreneurship**.

WORK EXPERIENCE

Samix Design Studio, Remote— Freelance Product Designer

January 2022- Present

- Designed an **interactive** prototype for ARKI, an **AI-driven B2B SaaS search engine** for architectural assets, and one of Antler's (Toronto chapter) portfolio companies.
- Created **client-centric** wireframes and **prototypes** for **mobile and web platforms**, including Plantagram, Shavasana, and the Vancouver Public Library mobile app.
- Work closely with **clients** to create and improve their digital presence using CMS platforms and **SEO** tools.
- Provided **graphic design** services to local businesses including branding, logo, and collateral design.

Valley Labs, Vancouver — Product Designer

February 2023 - September 2023

- Created a **design system** using atomic design principles for "Citadel", an **AI-driven B2B SaaS** property management software.
- Conducted **user research**, **usability tests**, and **competitive analysis**, synthesizing findings into actionable design ideas and strategies.
- **Collaborated** closely with the **engineering team** to design iterative **high-fidelity mockups**, **prototypes**, user journey maps, storyboards, and other UX/UI solutions, integrating **business objectives**, user feedback, and implementation feedback.

Button Inc., Remote — UX UI Designer

June 2022 - February 2023

- Served as the sole designer for "ClimateTrax", a **B2B SaaS** project in **collaboration** with TELUS, employing the **agile** methodology.
- Conducted **user interviews**, ensuring the user needs and business objectives are translated into design.
- Designed and maintained UX design solutions, including **low-fi** and **hi-fi mockups**, **wireframes**, **user flow diagrams**, **journey maps**, site maps, **value proposition canvas**, and **user personas**.
- Created and maintained a design system, following **Telus design system** principles.
- Facilitated **workshops**, conducted **client (Telus) presentations**, and participated in **UX writing**, generating and maintaining user stories in **GitHub**.
- Promoted the product through targeted email marketing, **webinars**, **demos**, trade shows, and content marketing.

EDUCATION

GOOGLE, Vancouver

June 2021 - December 2021

UX Design Certificate

SFU | BCIT, Burnaby

September 2016 -

December 2018

MSc. in Ecological Restoration

HARD SKILLS

Design Research

Usability Testing

Design Systems

Interaction Design

Responsive design

Wireframing

Rapid Prototyping

Accessibility (WCAG)

HTML/CSS

SOFT SKILLS

Design Thinking

Strong user Empathy

Analytical Thinking

Proficient Communication

Cross-functional collaboration

TOOLS

Figma /Adobe XD

Adobe Illustrator

Photoshop/Procreate

Miro/ Slack/ Teams

Notion/ Hotjar