

Alanna Rae

UX/UI Designer | Innovation Designer

www.alyraesportfolio.com | linkedin.com/in/alannarae

EDUCATION

University of Waterloo, Waterloo, ON

Aug 2024 - Jun 2025

Master of Digital Experience Innovation (MDEI)

- GPA: 3.9/4.0

Wilfrid Laurier University, Waterloo, ON

Sep 2018 - Oct 2022

Bachelor of Arts, Honours Psychology

WORK EXPERIENCE

Site Administrator, Burlington, ON

Aug 2025 - Present

FirstService Residential

- Coordinated repair and service workflows from intake to resolution, aligning residents, contractors, and internal teams to reduce delays and confusion.
- Tracked and documented property initiatives from intake through completion, updating management reports for board meetings to clearly show completed work, progress, and outstanding action items.
- Drafted and distributed building notices to residents, communicating ongoing work and disruptions to reduce confusion and inbound inquiries.
- Supported 2026 budget planning by sourcing contractor quotes, comparing costs and scopes of work, and organizing data to inform budgeting decisions.
- Acted as a point of escalation during the builder's audit, aligning stakeholders and ensuring controlled, well-communicated unit access.

Office Manager, Remote

Feb 2024 - Jun 2025

Athena Cultivation

- Managed core operational systems including financial documentation, licensing renewals, and audit preparation.
- Improved internal workflows by implementing and refining digital tools, reducing errors and increasing efficiency.
- Served as a central communication hub between internal teams and external partners, ensuring clarity and follow-through.

PROJECT EXPERIENCE

UX/UI Designer

Apr 2025 (2-week sprint)

Loblaw Digital and University of Waterloo

- Led UI and prototyping for a fast-paced agile team, redesigning in-store picking experience to improve efficiency and engagement.
- Created high-fidelity screens in Figma with accessible, user-focused design and clear visual hierarchy.
- Collaborated cross-functionally to translate research and feedback into iterative improvements across three design cycles.
- Presented feature rationale to stakeholders, incorporating real-time feedback.
- Strengthened skills in stakeholder communication and rapid team collaboration under tight deadlines.

SKILLS

Human-Centered Design, Service Design, Interaction Design, UI Design, Design Systems, UX Research, Journey Mapping, Usability Testing, Survey Design, UX Writing, Wireframing, Prototyping, Agile / Iterative Design, Workflow Optimization, Accessible Design (WCAG 2.x), Cross-Functional Collaboration, Stakeholder Communication, Problem-Solving, Adaptability

Tools & Platforms: Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, XD), Balsamiq, Miro, Microsoft Office, Google Workspace