

# Alanna Rae

UX/UI Designer | Innovation Designer

[www.alyraesportfolio.com](http://www.alyraesportfolio.com) | [linkedin.com/in/alannarae](https://linkedin.com/in/alannarae)

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## 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*

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## 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.
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## 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.
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## 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