

ABE NITO

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WORK

UX Designer / SAP

AUG 2019 – PRESENT

- Leads the product design and research for SAP Ariba and Partner Technology products
- Conducts competitor analysis research, user experience interviews and usability testings to support product design decisions and priorities
- Works closely with end-users, business stakeholders, Product Owners and developers all-throughout the design-led and user-centric development process of the following projects:

Ariba Supplier Spotlight – Increased engagement and visibility of suppliers in the network by 42%

Apply to Revenue Partner Recruitment Lifecycle – Designed an email notification feature that has completely eliminated manual work and is able to reach and notify thousands of SAP partners

Recruitment Lifecycle – Reduced the number of steps of the end-to-end partner registration form on sap.com from 6 steps to 4 while also reducing the number of hours spent on processing applications from 3-4 weeks to 3-5 business days

Deal Commission and Compliance Engine – Designing a web app that automates and integrates 5 systems into a workflow, ensuring an auditable and transparent way of issuing partner vendor commissions

Marketing Manager / Ibarra Bio Med

NOV 2013 – DEC 2016

- Improved company's online presence by creating and managing social media accounts, designing and launching the company and partner websites
- Overall digital efforts generated 80% increase in online engagement and at least 45% in B2C sales

Account Manager / McCann Worldgroup

SEPT 2012 – JUN 2013

- Managed the planning, production and launch of digital, print, and activation campaigns for BGC, Ipanema and L'Oreal INOA; and television commercials for Cherry Mobile and Microsoft Windows 8
- Managed client relations and clearly communicated to the production team business goals and needs based on budgets and time limitations
- Performed tasks central to project progress including overall team coordination, strategy, scheduling, budgeting and regular alignments

PROJECTS

Product Manager / YDX Innovation

MAY – AUG 2019

Ameegos – Interactive robot toy for children with autism

- Defined project scope, goals, deliverables and the roadmap based on client requirements
- Conducted user research and expert interviews to gain deep understanding of user needs

Product Manager / Truly Social Games

JAN – APR 2019

Memento – Geospatial mobile augmented reality (AR) app

- Created the vision, product pipeline, feature list as well as managed backlog items and ensured alignment of the development team through daily standups
- Led the design sprints for the discovery and ideation stage

Product Manager / Qbo

OCT – DEC 2018

Puzzle mobile game

- Defined product goals, roadmap and managed backlog items
- Hosted meetings and daily standups to ensure development team is aligned

UX Designer / Circle

OCT – DEC 2018

Social lunch meeting mobile application for medium to large enterprises

- Conducted user interviews, user research and usability testings
- Created mockups, user journey maps and screen flows

PROFILE

A creative problem solver, crafting user experiences and leading cross-functional teams in developing products and solutions that drive growth and enhance user interactions.

EDUCATION

Simon Fraser University (SFU)

Master of Digital Media, GPA 4.22
DEC 2019

CERTIFICATES

SAP Associate

Design Thinking
FEB 2021

Nielsen Norman Group

User Experience (UX)
DEC 2020

British Columbia Institute of Technology (BCIT)

Front-end Design and Web Development
APR 2018

University of British Columbia (UBC)

Sauder School of Business
Digital Marketing
MAY 2017

AWARDS

Top 10 Finalist, Niantic Beyond Reality Developer Contest
2019

Scholarship,
Centre for Digital Media
SPRING + SUMMER TERMS 2019

SKILLS

NOTABLE COMPETENCIES

Data Analysis, Data Visualization, Design Thinking, Digital Marketing, Competitive Analysis, Market Research, Pitch Presentations, Problem Solving, SaaS Principles, UX Design, UX Research

PRODUCT + CREATIVE TOOLS

Adobe Suite, Balsamiq, Figma, Flinto InVision, Miro, Mural, Sketch, Whimsical, Zeplin

MARKETING

Blog Posts, Copywriting, Content Creation, SEO

ORGANIZATIONAL TOOLS

Asana, Jira, KANBAN, Slack, SCRUM & Agile Methodology, Trello

LANGUAGES + CODE EDITOR TOOLS

HTML/CSS, Javascript, Visual Studio Code, Sublime Text