

# ABE NITO

UX Designer

## WORK

### UX Designer / SAP

AUG 2019 – PRESENT

- Leading the design and research for Partner Technology projects. Previously with SAP Ariba.
- Conducting competitor analysis research, user experience interviews and usability testings to increase the overall success of the projects
- Works closely with end-users, customers, business stakeholders, product managers, architects and developers all-throughout the design-driven development process

**Ariba Supplier Spotlight** – Created a platform to highlight and increase visibility of suppliers in the network

**Recruitment Lifecycle** – Redesigning the end-to-end partner registration form on sap.com

**Deal Commission and Compliance Engine: Cloud Choice, flex model and Third Party Sales Commission** –

Designing features for this new web application that automates and provides transparency to the sales cycle and commission payments issued to partner organizations. Launched in July 2021 and is currently processing 800+ deals and generating millions in revenue for the company.

### 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-large enterprises

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

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## PROFILE

A creative problem solver, crafting user experiences with 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

## CERTIFICATES

### SAP Certified Associate

Design Thinking

### Nielsen Norman Group

User Experience (UX)

### British Columbia Institute of Technology (BCIT)

Front-end Design and Web Development

## AWARDS

Top 10 Finalist, Niantic Beyond Reality Developer Contest 2019

Scholarship, Spring Term 2019, Centre for Digital Media

## SKILLS

Prototyping  
Wireframing  
User Flows  
User Interviews  
Usability Testing  
Branding  
Copywriting  
Pitch Presentations  
Product Demos

## TOOLS

Figma  
Sketch  
Illustrator  
InDesign  
Photoshop  
InVision  
Zeplin  
Miro  
Mural  
HTML/CSS/JS  
Visual Studio Code