

# Udi Batbayar

UI / UX DESIGNER

[www.linkedin.com/in/udi-batbayar](http://www.linkedin.com/in/udi-batbayar)  
me@udibatbayar.com

## EXPERIENCE

### **1QBit, Vancouver — UX / UI / Webmaster**

JANUARY 2021 - JULY 2021

Worked on the Marketing and Communications team, working with digital marketing and social media experts, copywriters and graphic designers to help elevate 1QBit's online presence.

Managed and maintained the company website on Wordpress.

Developed and designed landing pages, surveys and product pages on 1QBit.com, working with the Marketing and Communications team to translate technical work and language to user-friendly webpages.

Delivered high-fidelity mockups of new page designs.

Facilitated discussions and feedback sessions with project/company leads.

Developed user personas and UX sitemap for new division website, presenting to and working with the division team in workshop sessions.

Helped update the 1QBit blog on the website every week.

Assisted the Graphic Designer in creating and updating internal and external marketing visual assets.

### **Assistlist, Vancouver — Volunteer UX / UI Designer**

OCTOBER 2020 -PRESENT

Worked with design team to work on new pages and features for Assistlist.ca

Planned, documented and conducted user research on Hotjar and Fullstory, as well as competitive research, and presented analysis to project leads.

Strategized with design, marketing, healthcare and development teams to improve user experience on Assistlist.ca

Delivered high-fidelity mockups on Figma

### **Self, Vancouver — Part-Time Freelance UX and Web Designer**

APRIL 2020 -DECEMBER 2020

Created banners, ads and other web marketing materials.

## PORTFOLIO WEBSITE

<http://www.udibatbayar.com>

## SKILLS

User Research, Information Architecture, User Persona, Journey and Flow creation, High and Low fidelity mockups, Usability Testing, Interviews and Surveys, Task Analysis, Competitive Analysis, Card Sorting, Storyboarding, HTML, CSS, JavaScript, JQuery.

## FAMILIAR WITH

Adobe Photoshop, Illustrator, InDesign and XD

Figma, Sketch, Invision

Wordpress, Shopify

Project Management apps like Jiro, Asana, Basecamp, Trello

Working knowledge of Angular

## REFERENCES

Available upon request

Worked with clients to develop their brand and delivered logos, colour schemes and mood boards.

Offered full website designs, and redesigns.

Made customized CMS themes.

### **Christopher Stewart Wine & Spirits, Richmond — *Graphic Designer***

APRIL 2019 - APRIL 2020

Worked closely with the marketing team to create posters, sell sheets and other print-ready materials.

Edited and managed Christopher Stewart's monthly portfolio.

Assisted Social Media team with graphics for various campaigns.

Created custom print designs for various clients according to Sales team's specifications.

### **Self, Vancouver — *Freelance UX and Web Designer***

JANUARY 2017 - APRIL 2019

Acted as product designer, and created mockups for client's projects based on user research and analysis.

Created banners, ads and other web marketing materials.

Created and prepared custom print-ready marketing materials.

Worked with clients to develop their brand and delivered logos, colour schemes and mood boards.

Offered full website designs, and redesigns.

Made customized CMS themes.

### **Shangri-La Hotel and Resorts, Ulaanbaatar — *Contract Designer***

MAY 2018 - SEPTEMBER 2018

Worked closely with the marketing and advertising teams to create ads, banners and other related marketing materials under the Shangri-La brand.

Created custom print-ready files for brochures, catalogues, pamphlets, menus and coupons for in-house events.

Created promotional videos and images for social media.

### **IFN Modern / Canada Health Solutions, Richmond — *Web Designer***

JUNE 2016 - JANUARY 2017

Conducted and evaluated AB tests on product page and home page to

improve usability and decrease bounce rates.

Conducted and evaluated qualitative comparison usability testing.

Designed and redesigned product page UI and content based on aforementioned user testing.

Introduced new ecommerce features and worked with management and marketing team to evaluate viability based on user testing results.

**Nepko Publishing, Ulaanbaatar (Remote) —  
*Contract Graphic and Web Designer***

MAY 2015 - APRIL 2019

Updated and created banners and other graphics for nepko.mn.

Designed book interior layouts.

**Direct Focus Online, Vancouver — *Web Designer***

SEPTEMBER 2014 - MAY 2015

Designed landing pages for various products.

Worked with design team to create logos and label designs for aforementioned products.

**EDUCATION**

**Emily Carr University of Art and Design, Vancouver —  
*Bachelor of Design (Interaction Design)***

SEPTEMBER 2010 - MAY 2014