

Nelly Mafi

Interaction Designer

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WORK EXPERIENCE

Technical UI Designer

KABAM | March 2026 – Present

- Implementing UI systems, menus, animations, and motion graphics directly in-engine for a mobile game project
- Collaborating with designers, engineers, artists, and production to deliver polished and responsive UI experiences
- Defining UI behaviors, feedback systems, and technical requirements while ensuring performance and optimization

Instructor – Game Development & Programming

UTG Academy | Jan 2024 – Jun 2026

- Taught Python, Unity, and Java through game development courses designed for youth STEM education.
- Developed structured curricula combining computational thinking and interactive media production.
- Mentored student teams in competitions and projects, strengthening problem-solving and technical skills

UX/UI Designer

Shifty Eye Games | Mar 2025 – Dec 2025

- Designed and implemented gameplay interfaces, and player interaction components using Figma and Unity.
- Built reusable UI frameworks, animation systems, and icon libraries supporting scalable production workflows.
- Collaborated with cross-functional teams to align accessibility, gameplay, and visual experience.

Creative Developer

Pixel One | Mar 2025 – Jul 2025

- Developed interactive, responsive web experiences using React and Framer, focusing on usability and performance.
- Created reusable animation systems and customizable UI components improving performance and scalability.
- Translated product concepts into production-ready interfaces through integrated design-to-code workflows.

UX/UI Designer

Simon Fraser University – GExplore | May 2024 – Feb 2025

- Redesigned UX of a genome research platform, improving navigation, search workflows, and data visualization
- Developed front-end interface components and modular design systems supporting scalable research tools.
- Collaborated with research teams to translate complex genomic data into accessible user-centered interfaces

Business Analyst

Emily Carr University of Art + Design | May 2023 – Apr 2024

- Conducted UX research, service journey mapping, and system analysis across university IT platforms.
- Designed Service Desk interfaces, knowledge-base structures, and automated communication templates.
- Contributed to Microsoft 365 migration through SharePoint design systems, workflow automation, and strategy

TOOLS & TECHNOLOGIES

UX / Product Design: UX Research, Persona & Journey Mapping, User Flows, Information Architecture, Wireframing, Prototyping, Usability Testing, Accessibility, Design Systems, Visual Hierarchy, Interaction Design, Service Design,

UI / Visual Design: Branding & Identity, Typography, Color Systems, Iconography, Motion, 2D/3D Interface Design

Front-End Development: HTML, CSS, JavaScript, React, Node.js, Three.js, GSAP, Bootstrap, A-Frame

Game & XR Development: Unity, Unreal Engine, C#, AR/VR prototyping, Animation

3D & Motion Tools: Blender, Maya, Modo, Marvelous Designer, After Effects, Premiere Pro

Design Tools: Figma, Adobe XD, Illustrator, Photoshop, InDesign, Framer

Data & Visualization: Tableau, Power BI, R, data storytelling, dashboard design

Collaboration & Version Control: Git, GitHub, Azure DevOps, SourceTree, Perforce

EDUCATION

Bachelor of Interaction Design — Emily Carr University of Art + Design | 2019 – 2023

Completed an interdisciplinary program in human-centered design, interactive technologies, and front-end development, specializing in UX research and interface systems.

PUBLICATION

GExplore 1.5: a comprehensive C. elegans database for the analysis of gene function with a new user-friendly web interface — Database (Oxford University Press) | 2025

Co-authored the redesign research publication documenting interaction design strategies that improved accessibility, data visualization clarity, and usability of complex genomic datasets used by research communities.

AWARD

ECU Health Design Award for Service — Emily Carr University of Art + Design | 2023

Received institutional recognition for the WE CARE healthcare interaction design project, a speculative personalized medicine platform integrating genomic insights, preventive care concepts, and human-centered design research.

MENTORSHIP

Critique Mentor — SFU Surge Design Sprint | May 2025

Provided structured UX, product strategy, and visual design feedback to interdisciplinary student startup teams during an intensive design sprint, helping participants refine research insights, interaction flows, and prototype usability.

Design Mentor — FLUI Design Hackathon, Emily Carr University | Feb 2025

Mentored a student team through a full UI/UX sprint on a real client brief, guiding research synthesis, interaction design decisions, and usability testing processes that resulted in the project receiving the Best Usability Award.