

Nathaniel Ifrah

E: nifrah@gmail.com • P: (514) 577-2924 • L: <http://linkedin.com/in/nifrah> • W: <http://nathanielifrah.com>

Overview

Senior UX/UI Designer & Team Lead • 20+ Years e-Commerce, B2B, SaaS, Web & Mobile

With over 20 years of experience in UX design, I build user-centered solutions that align business goals with real user needs. I bring a collaborative, hands-on approach across the full design lifecycle, combining strategy, clarity, and empathy with a passion for clean, intuitive interfaces that make complex systems feel simple. Grounded in Design Thinking and Human-Centered Design, I deliver experiences that engage users and create measurable value for businesses and organizations.

Experience

Future Electronics – Lead UX/UI Designer

Oct 2019 – Apr 2025

Led end-to-end design for global B2B eCommerce platform *futureelectronics.com*, serving 25,000+ customers across automotive, energy, automation, and consumer electronics. Delivered new experiences for navigation, BOM tool (30% faster task time), checkout, and product pages. Designed the *2DC Logic* experience to streamline global procurement. Delivered UX artifacts – user flows, wireframes, prototypes, and high-fidelity mockups. Created a scalable design system, ensuring brand consistency and efficient collaboration. Ensured compliance with accessibility and usability standards, including WCAG guidelines. Collaborated closely with PMs, devs, QA, marketing and data analysts to drive data-informed, iterative design improvements. Participated in agile daily stand-ups, sprint planning, design reviews, and retrospectives.

Seldat Technology Services – Lead UX/UI Designer

Jun 2016 – Oct 2019

Responsible for the overall user experience and UI design of *Invoice Mailbox* and *PerfectDeed* – two integrated SaaS platforms offering an all-in-one solution for fundraising, management, and payment processing, with a focus on financial automation and nonprofit donor engagement. Collaborated with stakeholders, developers and marketing to define requirements. Mapped user journeys, built personas, and led web/mobile UI design. Delivered UX artifacts-user flows, wireframes, prototypes, and high-fidelity mockups. Ensured compliance with accessibility and usability standards, including WCAG guidelines. Participated in daily stand-ups, sprint planning, design reviews, and retrospectives.

Jack Victor Ltd – Lead UX/UI Designer

May 2015 – Jun 2016 (Freelance Contract)

Designed the 'Tru-Measure' B2B Custom Orders and 'In-Stock Inventory' eCommerce platforms for a premium menswear custom orders and inventory sales. Collaborated with sales and marketing to align business goals with user needs. Led UX from concept through high-fidelity design, ensuring usability and accessibility.

Raymark Xpert Systems – Lead UX/UI Designer

Jul 2012 – Mar 2014 (Contract)

Responsible for the user experience and interface design of Saks Fifth Avenue's CCA+ CRM iPad/tablet app and Raymark's Mosaic POS/CRM tablet and mobile application Urban Walk. Collaborated with stakeholders, devs, sales and marketing to define requirements and map user journeys. Led UX from concept through high-fidelity design, ensuring usability and accessibility.

+ Other design roles | 2005 – 2015

Education

Dawson College

AEC • Graphic Design

Digital Media Tools, Typography, Layout

Skills

UX Strategy • Wireframes • Hi-Fidelity UI Mockups • Prototypes • Design Systems • Content Architecture • User Research • Usability Testing • Figma • Sketch • Adobe XD • Photoshop • Illustrator • Zeplin • JIRA • Confluence • Trello • HTML & CSS • UI Animation • Javascript (Foundational) • Agile & Scrum Practices • Leadership & Mentoring

Languages

English, French