

Fatima Ashfaq

User Experience Designer

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Professional Summary

As a UX Designer with a rich tapestry of over 8 years, I am driven by a fervent passion for transforming chaos into cohesive, high-impact products. My design journey is marked by a keen sense of organization and a commitment to human-centered solutions. I leverage data-driven insights to craft creative and aesthetically pleasing solutions that harmonize both user needs and business objectives. My professional ethos revolves around navigating the intersection of creativity and strategy, consistently aiming to bring a unique touch to every project I undertake.

Education

MA in User Experience Design | Falmouth University, Penryn Campus, UK (2021- 2023)

- **Design:** User Experience & Interface Design , Design Systems, Rapid Prototyping, Human Centered Design (HCD)
- **Tools:** Figma, Miro, Canva, Adobe XD, Adobe Creative Cloud, Balsamiq
- **Collaboration:** Detail-oriented, communicative & flexible

Bachelor's in Graphic Design | Fatima Jinnah Women's University (2020)

- **Design:** Brand identity design, Web design, Typography, Color palettes, Style guides, Illustrations, Interface design, UI design, Brochure design, Infographics, Package design, Poster design, Design systems, Mood boards, Design presentations, Web layouts, logos/icons.
- **Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Canva, InDesign, Procreate, Miro

Experience

UX Designer | Labor IQ

(April - May 2024)

Tools Used: Figma, Miro, Adobe Creative Suite, Balsamiq

- Conducted user research to understand the needs, motivations, and behaviors of LaborIQ's target audience.
- Collaborated with Product Owner and Developers to define user requirements and prioritize features for development of their dashboards.
- Created User personas, User journey maps, and other UX deliverables to communicate user insights and design concepts.

- Developed wireframes, mockups, and prototypes to visualize and test design ideas for LaborIQ's digital products.
- Conducted usability testing and gathered feedback to iterate on designs and improve the user experience.
- Ensured that LaborIQ's digital products adhere to best practices in usability, accessibility, and user-centered design.
- Worked closely with UI designers to ensure consistency and coherence in the visual design of LaborIQ's products.
- Advocated for the user throughout the design process, championing their needs and advocating for intuitive, user-friendly solutions.
- Stayed informed about industry trends and emerging technologies in UX design, incorporating new ideas and approaches into LaborIQ's design processes.
- Collaborated with cross-functional teams to align UX design efforts with business goals and objectives.
- Communicated design decisions and rationale effectively to stakeholders, including executives, product managers, and developers.
- Continuously evaluated and refined LaborIQ's Dashboards based on user feedback, usability metrics, and business requirements.

UX Designer | Graphic Designer | IMEG Techsol

(Oct 2018- Sep 2022)

Tools Used: Figma, Miro, Adobe Creative Suite, Canva, Balsamiq

- Launched an E-commerce platform by the name of The Grand Bazaar, based on the B2B model.
- Improved user engagement by 80% through a redesign that focused on user feedback and data-driven decisions.
- Demonstrate ability to work effectively with varying brand guidelines and levels of detail from briefs, collaborating with team members to pitch creative ideas and launch projects.
- Designed and created graphics to enhance email and web copy, social media posts, brochures, and infographics while maintaining brand consistency.
- Managed multiple projects efficiently using Monday.com ensuring timely delivery and adherence to project specifications.
- Analytical mindset with a keen understanding of business acumen, contributing to the creation of data-driven UX designs that align with organizational goals.
- Delivered a clean UI for the website, which standardized the Grand Bazaar brand to a more authoritative e-commerce platform in the region.
- Ensure final graphics and layouts are visually appealing and align with brand identity, utilizing feedback to continuously refine designs and maintain a keen eye for detail in both designs and design copy.
- Created UI mockups and prototypes to visually communicate design concepts and functionality, enabling stakeholders to understand site behavior and appearance.

- Implemented unique Design systems, Information architecture, and Design patterns to maintain consistency and improve the overall user interface, working on Figma.
- Meticulous attention to detail and mastery of information design, ensuring the delivery of high-quality and visually appealing digital experiences.
- Project and product management collaboration with project and product managers in a fast-paced environment, managing multiple projects simultaneously.
- Utilize feedback as a catalyst for personal and professional growth, consistently seeking opportunities for improvement and refinement in design skills and project management abilities.
- Developed and maintained WordPress sites, including creating new pages from scratch, copying and modifying existing pages, and ensuring technical and graphical SEO optimization.
- Designed graphic user interface elements such as menus, tabs, and widgets to enhance user interaction and experience.
- Ensured all web pages were optimized for maximum SEO impact, focusing on both technical and layout aspects.
- Proficient in creating a wide range of graphic materials, including covers, templates, layouts, and supporting graphics for proposals and reports.
- Strategic contribution to high-level design strategy initiatives.
- Proficient in producing high-quality UX solutions through the use of flow diagrams, graphic designs, storyboards, and site maps.
- Proficient in designing a variety of brochures, both print and digital, showcasing an ability to convey complex information in a visually engaging manner.
- Influenced Product owner decisions based on the UX best practices, design principles, and research.
- Applied basic HTML coding skills for updating web pages and troubleshooting minor issues.
- Hands-on experience with Android Studio, utilizing its tools and features to design, develop, and prototype Android applications efficiently.
- Proficient in producing diverse design solutions for various platforms including social media graphics, email banners, OOH assets, print collateral, and presentations, consistently meeting brand standards and guidelines.
- Skilled in conducting tests on user interface elements, including CTAs, layouts, target links, landing pages, and banners.
- Collaboration with User Researchers and Designers to ensure consistency across the digital ecosystem and address cross-application design challenges.
- Successfully oversee projects from conceptualization to delivery, ensuring all requirements are met within designated timelines and budgets.
- Led a team of designers in the redesign of the app that received positive user feedback.
- A dedicated focus on designing for Android applications, with a deep understanding of Android design principles, guidelines, and best practices to create seamless user experiences tailored for the platform.
- Built and refined forms and landing pages to increase user engagement and conversion rates.
- Improved user experience by enhancing the in-house components library into a strong design system, leading to increased efficiency and productivity in the processes.

Senior Product Designer | Karkhana Studios

(Sep 2016- Oct 2018)

Tools Used: Figma, Miro, Adobe Creative Suite, Canva, Balsamiq

- Led a cross-functional team in an Agile scrum environment, providing guidance and coaching to team members to ensure successful project execution.
- Demonstrated a commitment to learning and advocating for Accessibility and Inclusive Design Practices, ensuring that the product is usable and accessible to a diverse range of users.
- Possess experience in Angular, leveraging this knowledge to enhance the functionality and performance of web applications.
- Proven ability to work both independently and collaboratively within a team, adapting to diverse working environments and contributing to successful project outcomes.
- Collaborated with cross-functional teams in Agile environments, defining user stories and UX deliverables.
- Collaborated closely with senior stakeholders and customers to define product vision, strategy, features, and prioritization, ensuring alignment with overarching business objectives.
- Prepared and presented rough drafts to internal teams and key stakeholders, incorporating feedback to refine designs and ensure alignment with project objectives.
- Proficient in producing sketches, workflow diagrams, wireframes, prototypes, design guidelines, and style guides.
- Proactively engaged in customer feedback loops, leveraging insights to enhance product features and user experience, ultimately driving customer satisfaction.

Graphic Designer | Mahnoor Design Studios

(June 2014- Sep 2016)

Tools Used: Figma, Miro, Adobe Creative Suite, Canva

- Conceptualized and crafted vendor artworks, logos, websites, banners, ads, and social content on a daily basis.
- Illustrated icons for various marketing channels, landing pages, social media, and websites to enhance visual appeal.
- Played a key role in optimizing user registration flow for existing applications, collaborating with engineering teams for a smoother onboarding experience.
- Spearheaded a successful branding initiative for new products, shaping marketing strategies and creating bespoke merchandise for internal events.
- Demonstrated proficiency in generating diverse graphic materials, including covers, templates, layouts, and supporting graphics for proposals and reports.
- Fostered collaboration with cross-functional teams, such as copywriters, photographers, videographers, and fellow designers, ensuring seamless project delivery.
- Developed and executed creative concepts and designs in alignment with established strategies, consistently adhering to specific brand guidelines.

Skills

User experience, Interaction Design, Information Architecture, User Research, Usability Testing, Wireframing, Prototyping, Analytics, Typography, Color Theory, Layout Design, Interface Design, Branding and identity, Print Design, Digital Design, Illustration, Image Manipulation, Editing, Web Design, User persona Development, Project Management skills, Customer Journey Mapping, UI Design Principles, Design Systems, Agile Methodology, Social Media Management, Collaborative Skills, Angular, Attention to detail, Time Management, Human-Computer Interaction, Qualitative Research, Presentation and communication skills, Heuristic Evaluation Contextual, Emotional Intelligence, HTML/CSS, Javascript, Customer Experience, Creative Development, ability to work within Brand Guidelines.

Softwares

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Wordpress, Canva, Balsamiq mockup, Adobe XD, Monday.com, Autodesk, Invision, Jira, Axure, Confluence, Framer, Wix, FlowMap, Webflow, Mockflow, Marvel, Squarespace, Protopie, Origami Studio