Aali **Verma**
UI/UX DESIGNER

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Skills

Research	UX Research, User Surveys, Interviews, Heuristic Evaluation, Information Architecture, Usability Testing
Design	Design Thinking, Storyboarding, Wireframing, Prototyping, Visual Design, Interaction Design
Tools	Figma, Adobe Suite, Sketch, Miro, Balsamiq

Experience

GlobalFair — *Banglore, KA*
UI/UX Designer — *Aug 2022-Present*

- Crafted **10+ feature flows** for the GlobalFair Admin App, resulting in a **70% reduction** in order conversion time on the app and an **86% improvement** in overall **order usability experience**, driven by user-centric design enhancements.
- **Decreased** new product creation time from **12 to 1 minute** by optimizing feature flow, and leveraging user-centered design to **enhance UI/UX** efficiency.
- Designed and implemented a comprehensive **design system**, and **led 100% migration** to a new design system, enhancing consistency and efficiency across all applications.
- Worked on end-to-end **payment system** for GlobalFair, leading to **100% transaction via app** and **complete elimination** of **external dependency** which led to **83% enhanced buyer payment** experience through UI/UX optimization.
- Executed **50+ user interviews**, informing UI/UX decisions and **driving iterative improvements** aligned with user needs for enhanced user experiences.
- Collaborated with PMs and developers, **reducing design iteration time by 25%** and **accelerating development**, while ensuring alignment with design principles and technical feasibility.
- Enhanced interface **usability** and **engagement metrics** by over **70%** for several features through **A/B testing** and **user journey mapping**. Led user testing for various features with **30+ participants** to ensure alignment with user needs.
- Researched and created the "**Request for Quote**" feature designs, ensuring **seamless integration** of all quotes within the app and optimizing efficiency by **reducing** the sales team's **workload by over 40%**.

Idea Usher — *Remote*
UI/UX Design Intern — *Apr 2022-July 2022*

- Managed end-to-end design for **5+ projects**, spanning primary research to final designs, demonstrating proficiency in delivering user-centric solutions.
- Conducted accessibility audits for **2 projects**, implementing **20 accessibility improvements** to ensure **compliance with WCAG** standards.
- Facilitated **communication** with **2 external clients** throughout the design process, resulting in **100% client satisfaction** with project progress and outcomes.

Projects

PAYMENT MODULE

- An intuitive end-to-end payment module for GlobalFair, streamlining transactions for both buyers and suppliers.

COMPREHENSIVE DESIGN SYSTEM

- Crafted a precise framework for consistent visual elements and interactions across all digital platforms.

ZEPTO HEURISTIC ANALYSIS

- A comprehensive evaluation initiative aimed at optimizing user experience by applying heuristic principles to identify and address usability issues in digital interfaces.

Education

Jaypee Institute of Information Technology — *Noida, UP*
BTECH (Biotechnology) — *Jul 2018 - Jul 2022*