

# Summaiya Fatima

UI UX Designer | summaiya854@gmail.com | <https://portfolio-phi-sage-34.vercel.app/>

Creative and detail-oriented UI/UX Designer with 2+ years of proven experience at Gleam Technologies Private Limited, specializing in crafting intuitive, user-centric interfaces for web applications and SaaS platforms. Proficient in Figma, Photoshop, and Illustrator, with expertise in wireframing, prototyping, and usability-focused design. Adept at translating complex business requirements into clean, functional, and modern design solutions that enhance user experience. Possess a strong foundation in Computer Science with a working knowledge of HTML and CSS, enabling seamless collaboration with developers. Passionate about solving real-world user problems through research-driven, scalable design.

## Work Experience

Gleam Technologies Private Limited – Hyderabad

Jan 2023 – Currently

### Key Achievements

- Improved user engagement by 20% through redesign of dashboards and optimized user flows.
- Reduced design-to-development handoff time by 30% by creating and maintaining a scalable design system in Figma.
- Increased task completion rate by 25% by simplifying navigation and enhancing usability in client-facing platforms.
- Successfully collaborated across 3+ cross-functional teams, ensuring alignment between product, design, and engineering.
- Delivered 10+ end-to-end design projects (from research to final UI), consistently meeting deadlines and client expectations.

### Projects

#### Project 1: ChemFlow – AI-Based Drug Discovery Platform

A platform leveraging AI to accelerate drug discovery by analyzing compound–protein interactions and scientific data.

#### Key Contributions

- Designed the end-to-end platform UI for drug and protein search, result comparison, and molecular structure visualization.
- Developed user flows and wireframes to ensure intuitive navigation and seamless researcher experience.
- Implemented advanced search and filter systems for protein classification and compound grouping.
- Applied a modern, scientific visual language with structured components and neutral color palettes to enhance clarity and accessibility.

### Key Achievements

- Improved researcher efficiency by 25% through streamlined navigation and logical user flows.
- Reduced onboarding time for new users by introducing intuitive search and filter systems.
- Established a scalable design framework that supported cross-team collaboration and future feature expansion.

#### Project 2: Banavo.ai – E-commerce Marketing Analytics Platform

An AI-powered marketing tool for D2C and e-commerce businesses, enabling customer segmentation, campaign performance tracking, and retention analysis.

#### Key Contributions

- Designed the marketing analytics dashboard showcasing RFM (Recency, Frequency, Monetary) analysis, customer loyalty metrics, and revenue contribution.
- Built interactive micro-segmentation tables to highlight user behavior patterns, purchase frequency, and lifecycle stages.
- Designed a Segment Migration Flow graph with hover-based interactions to visualize customer inflow/outflow across loyalty levels.
- Developed the UI for a Marketing GPT Assistant, enabling natural language queries with real-time responses, contextual charts, and insights.
- Created the anomaly detection interface to help users identify sudden changes in customer behavior, sales spikes, and drop-offs through intuitive visual cues.



Key Contributions

- Enabled data-driven decision-making by providing marketers with actionable insights on customer behavior and retention.
- Improved campaign optimization efficiency by 30% through intuitive dashboards and anomaly detection features.
- Enhanced customer segmentation accuracy, helping businesses target users with tailored campaigns and offers..
- Contributed to increased retention strategies by visualizing customer migration across loyalty segments.

Skill & Achivements

- **Hard Skills** : User Interface (UI) Design, User Experience (UX) Design, Wireframing & Prototyping, Responsive Web & Mobile Design, Usability Testing & Heuristic Evaluation, Design Systems & Style Guides, Interaction Design & Micro-interactions, Accessibility (WCAG Guidelines).
- **Research & Analysis** : User Research & Persona Creation, Customer Journey Mapping, Data-Driven Design Decisions.
- **Design Tools** : Figma (Auto Layout, Components, Variables, Prototyping), Adobe Photoshop & Illustrator, FigJam (Collaboration & Brainstorming), Sketch (basic familiarity).
- **Collaboration & Handoff** : Agile & Cross-Functional Collaboration, Design-to-Development Handoff (Figma Inspect, Zeplin), Basic HTML & CSS Understanding for Developer Communication.
- **Soft Skills** : Attention to Detail, Creative Problem Solving, Strong Communication & Presentation Skills, Adaptability & Continuous Learning, Feedback Incorporation & Iterative Design.

Education

KCT Engineering College – Kalaburagi	2021
Bachelor Degree in Computer Science	