naveedkhan.info

Toronto, Ontario
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Naveed Khan

Innovative product designer with over 3 years of expereince in all things UX/UI

Employment

Digital Web Publisher
April 2024 - Current

Sunlife Financial *- Contract Full Time - Remote (Canada)*
- Facilitating content migration on over 1000 live website pages, ensuring seamless transitions without downtime.
- Documenting design inconsistencies and changes, allowing for a consistent user experience and adherence to design standards.
- Supporting image optimization and re-branding efforts, enhancing website performance and aligning with updated brand guidelines.

Lead UX Designer and Researcher
May 2023 - Nov 2023

Biomiq *- Full Time - Remote (Canada)*
- Revitalized and restructured a legacy e-commerce site, resulting in a 20% increase in sales and optimization of the checkout process
- Led various digital projects, providing guidance on design enhancements through the utilization of graphics, wireframes, high-fidelity prototypes, and more
- Contributed to ongoing success by leveraging CMS software data such as Shopify Plus and HubSpot to optimize user experience using prototypes
- Collaborated with developers, marketing teams, and graphic designers to ensure improved user satisfaction, and increased engagement

UX Designer and Researcher
Jan 2023 - May 2023

Rogers Telecommunications *- Contract Full Time - Remote (Canada)*
- Conducted comprehensive user research, user tests, journey maps and many other quantitative and qualitative research methods to optimize user experience
- Designed information architecture for a user-centered approach supported by card sorting and A/B testing
- Collaborated, providing technical and creative advice on design concepts, production tools, and techniques
- Engaged with stakeholders, professors, and industry professionals to keep in line with FIPPA, MFIPPA and AODA regulations

Freelance UX Designer
Sept 2017 - Current

Self Employed *- Contract - Remote (USA)*
- Partnered on a diverse range of projects to boots sales and user retentions across diverse business solutions.
- Prioritized crafting an intuitive UI, integrating comprehensive user research.
- Executed with dedication, effectively tackling business complexities and needs.

Education

University of Waterloo Stratford School of Interaction Design and Business
Sep 2019 – May 2023

Bachelor's Global Business and Digital Arts
UX/UI Major - 3.9/4.0 GPA

Skills

Software: Figma, Adobe Suite, XD, AEM, Photoshop, Illustrator, Premiere, Lightroom, After Effects, Animate, WordPress, HTML/CSS, JavaScript, Blender, Slack, Notion, Asana, Sketch, Webflow, HubSpot

User Research and Analysis: Deep card sorting, holistic diary studies, A/B testing, comprehensive field studies, in depth user Interviews, in depth surveys, compressive user research, information architecture, holistic user personas, efficient user flows

Design and Prototyping: Wireframing , interactive prototyping, interaction design, responsive design, maintaining design systems

Collaboration and Strategy: Cross-functional collaboration, multi- staged rollout, post rollout analytics, brand adherence