

# Musa Agha

UX/UI Designer

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## Summary of Qualifications

- Developed solutions to improve application efficiency and customer experience.
- Designed multiple UX/UI design projects individually, and working as a team in multiple UX Hackathons.
- Strong ability to create low/high fidelity wireframes, mockups, & prototypes using **Figma**.
- Experienced in conducting user research through interviews, usability testing & surveys.
- Confident in presenting design concepts to stakeholders & sharing design process with the team.
- Excellent teamwork & communication skills in fast-paced **Agile** work environments.

## Projects

### Concept Design Staples Mobile UX | UX/UI Designer

Jan 2021 - Feb 2021

- Designed **high-fidelity mockups** to demonstrate how the application could be implemented with the Staples online store.
- **Organized interviews** with target demographic to understand user behaviour when placing a curbside pickup order.
- Created a **mobile interface** for curbside pickup services, mapping the checkout process to 5 touchpoints.

### Concept Design Masjid App Redesign | UX/UI Designer

Apr 2020 - May 2020

- Developed a sitemap of the traditional application to identify areas of improvement for functionality & usability.
- Evaluated client needs by measuring deadlines & leading weekly touchpoint meetings.
- Designed interactive prototypes & documented **A/B testing** on Figma, outlining preferences & needs for end users.

### Sprout Capstone Project | Product Designer

Jan 2020 - Mar 2020

- Led a team of five with daily meetings using **Scrum framework**, promoting teamwork and collaboration.
- Identified a steep learning curve in the creative industry for beginners, & developed a learning platform for design.
- Organized tasks and progress through a **Lean development** process, prioritizing individual deliverables & team goals.

## Education

### University of Waterloo

Global Business & Digital Arts  
With Distinction – Dean's Honours List  
Sep 2016 - May 2020

### City University of Hong Kong

Study Abroad - Varied Courses  
Sep 2018 - Dec 2018

### Shanghai International Studies University

Study Abroad - HSK 1 Mandarin  
May 2017 - Jun 2017

## Awards & Certificates

### BOLT Hackathon (1st Place)

BOLT Winter 2022

### Intro to UX Design

CareerFoundry  
Dec 2021

## Languages

English

Urdu

Mandarin

## Skills

### Design

User Research

User Testing

Wireframes

Prototyping

### Tools

Figma

Photoshop

Illustrator

After Effects