

Fatima Rafiqui

User Experience/ Product Designer

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WORK EXPERIENCE

Juniper Networks / UX Design Intern

MAY 2020 - AUGUST 2020, CALIFORNIA

- Patented an Augmented Reality based troubleshooting application to help network admins and in remote debugging and navigation at data centers. Ideated, conceptualized, conducted research and designed the complete prototype having 7 userflows and 40 high fidelity screens.
- Coordinated with developers, PMs, and fellow designers to craft the visual design and logical flow for topology view and treemap analysis for fabrics in the data center for the Juniper Fabric Management dashboard, which enables customers to efficiently visualize critical data in realtime.

Indiana University / Web Design Intern

AUGUST 2020 - PRESENT, BLOOMINGTON

- Conducted more than 10 workshops for skill based development to foster an engaging learning community among women and underrepresented groups of Indiana state.

1mg / UX Engineer

OCTOBER 2018 - APRIL 2019, NEW DELHI

- Spearheaded in redesigning the Diabetes Care Plan subscription model by creating a dashboard to monitor the Hba1c level and increased user conversion by 30%.
- Mentored five new graduate hires in developing a B2B application and facilitated usability testing by designers for the final product which increased the revenue by 18%.

ZNSoftech / UX Engineer

SEPTEMBER 2017 - OCTOBER 2018, NEW DELHI

- Reimagined and delivered a streamlined mobile application for London based soccer clubs to manage ticketing at stadium entrances, lowering ticket verification time at stadium entrance by 80% and increased sales lead through the mobile application.

Oracle / Development Intern

JUNE 2016 - AUGUST 2016, NOIDA

- Built a Grafana metric visualization dashboard for Oracle Virtual Machine to derive insights on agent utilization. This resulted in performance optimization measures boosting agent utilization by 36%.

EDUCATION

Masters of Science

Human Computer Interaction & Design

MAY 2021 / GPA 4.0

Indiana University, Bloomington

Bachelor of Technology

Computer Science and Engineering

JUNE 2017

Indira Gandhi Delhi Technical University for Women, New Delhi

AWARDS & RECOGNITION

GHC Scholar 2020

Selected among top 2% from the pool of 5000+ applicants for getting sponsored to attend GHC 2020.

Speaker, ACM Richard Tapia 2020

Selected as a panelist to speak on 'Seeking Professional Success and Cultural Identity as an International Student'.

Speaker, Juniper Women Network 2020

Delivered a talk on 'Power of Perseverance'.

Speaker, FOSSASIA 2018

Delivered a talk on 'The Beauty of Metric Visualization'.

SKILLS

Design & Research

Interaction Design • Visual Design • Rapid Prototyping • Usability Testing • A/B Testing • Information Architecture • Wireframing • Generative Thinking • User Persona • Storyboarding • Competitive Analysis • User Interviews • Stakeholder Alignment • Heuristic Evaluation

Tools

Sketch • Figma • Adobe Suite • Invision • Principle • HTML • CSS • Javascript • React