

FAYYAZ MUKARRAM

UX DESIGNER & DEVELOPER

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY
B.A. COGNITIVE SCIENCE, COMPUTER SCIENCE

Graduation: Dec. 2016
GPA: 3.17

RELEVANT COURSEWORK:

Structure and Interpretation of Computer Programs | Data Structures | Discrete Math & Probability Theory | Linear Algebra and Differential Equations | Probability and Statistics for Business | Computational Models of Cognition | Quantitative Methods and Data Analysis | Social Entrepreneurship | User Interface Design

WORK EXPERIENCE

SUMMER FELLOW

Lightspeed Venture Partners

June 2016 - Sept 2016

Lead UX Engineer on Team Agrity, managing a 4-person team in building, designing, and testing a Angular based web app MVP using Agile Development in a 10-week sprint.

Designed cohesive, multi-device experience across customer platforms leveraging Twilio APIs that increased B2B sales by 20% and achieved verbal confirmations from 15% of the total addressable market.

Lead UX Designer

Masar

Jan 2016 - Sept 2016

Conducted iterative design sprints substantiated by results of extensive market research in prototyping an iOS mobile application augmenting disaster relief in conflicted areas with an abundance of smartphone users yet limited access to mobile data.

Presented our project at Twilio's 2016 SIGNAL conference as part of the twilio.org initiative and to leaders of other Disaster Relief Organizations in Washington, DC such as FEMA, Red Cross, and USAID.

UX/UI INTERN

Localwise

Jan 2016 - May 2016

Spearheaded qualitative user tests using task analysis to gain feedback and create ideal user-centric prototypes for the new mobile iOS app.

One of two designers entrusted with the full design cycle-- designing, prototyping, then evaluating on low and high-fidelity prototypes in Sketch and Invision that were efficiently pushed for build to the engineering team.

skills

UI DESIGN

INTERACTION DESIGN

USER FLOWS

VISUAL DESIGN

WEB DEVELOPMENT

MOBILE APPS

PERSONAS

PROTOTYPES

SITE MAPS

tools

SKETCH

ILLUSTRATOR

PHOTOSHOP

INDESIGN

PRINCIPLE

OMNIGRAFFLE

INVISION

KEYNOTE

PREMIER PRO

COMMUNITY INVOLVEMENT

DIRECTOR OF TECHNOLOGY/COMMUNICATIONS

UCB Pakistani Student Association

Jun 2013 - May 2015

Managed email campaigns in HTML/CSS format, Wordpress website, social media presence, and logos/flyers/tshirt designs.

Organized and marketed annual Urdu Culture Show, a charity event for an audience of 500+ that raises \$10,000 towards a non-profit organization each year

languages

HTML/CSS SWIFT

VanillaJS PYTHON

AngularJS JAVA

ReactJS PHP

jQuery MySQL