

FAYYAZ MUKARRAM

PRODUCT DESIGNER

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WORK EXPERIENCE

Chorus.ai // PRODUCT DESIGNER - MOBILE

Oct 2019 - Present

Designing for conversation intelligence AI and currently leading mobile design and product strategy for users on-the-go (64% of all Chorus users).

Led the revamp of our design system across web and mobile platforms to ensure a consistent experience across platform redesign efforts.

Designed new web homepage experience to improve feature discovery and drive value to relevant areas of the product.

Dynamic Signal // PRODUCT DESIGNER

June 2017 - Sept 2019

Designed on iOS, Android, and Web for employees in distributed workforces. Large projects I've worked on include:

- A completely redesigned mobile experience for employee communications. We took apart the product, reverted to native principles, assessed usage and engagement, balancing user and business needs.
- User research detailing a vision and workflows for employee communications.
- New engagement features — live streaming, polls, user directory, member-to-member messaging, bookmarking content, sharing content.

Lightspeed Venture Partners // DESIGN FELLOW

June 2016 - Sept 2016

The Lightspeed Fellowship gives young entrepreneurs the resources, guidance, and connections to build on an idea in a 12-week program. Our team of 8 built a solution for the agriculture industry, called Agrity.

With Agrity, I led design of a web app to increase productivity and efficiency of business deals in the agricultural-trade business.

Localwise // UX/UI INTERN

Jan 2016 - May 2016

Designed mobile user onboarding flows for job seekers and small businesses, achieving an 8% conversion lift.

EDUCATION

University of California, Berkeley // B.A. Cognitive Science, Computer Science

Graduated in Dec. 2016

Relevant Coursework

User Interface Design | Computational Models of Human Cognition | Social Entrepreneurship | Data Structures | Structure and Interpretation of Computer Programs | Discrete Math & Probability Theory | Probability and Statistics

SKILLS

Design //

Interaction Design | Experience Design | Visual Design | UI Design | Prototyping | Typography | Product Development

Research //

Usability Testing | Personas | Contextual Inquiries | Storyboarding | Heuristic Evaluation | A/B Testing

Technical //

HTML/CSS | Python | Java | AngularJS | ReactJS | XCode | Javascript

TOOLS

Figma | Sketch | Invision | Principle | Adobe XD | Keynote | Zeplin | Abstract | Pixate | Balsamiq | Photoshop | Illustrator