

FAYYAZ MUKARRAM

PRODUCT DESIGNER

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WORK EXPERIENCE

Dynamic Signal // PRODUCT DESIGNER

June 2017 - Present

Owning the design process on projects from ideation to execution, I work closely with PM's and Engineers, as well as customers and stakeholders. It's been exciting working across mobile and web platforms that are used by many Fortune 500 companies. Large projects I've worked on include:

- A completely redesigned mobile experience around navigation and internal communications. We took apart the product, reverted to native principles, assessed usage and engagement based on business requirements, and cleaned up the news feed interface.
- Working with executives and engineers to detail a vision around how the end-user interacts with the product based on the many use cases and customized integrations.
- New engagement features substantiated by extensive user research — live streaming, polls, user directory, member-to-member messaging, bookmarking content, sharing content.

Lightspeed Venture Partners // SUMMER FELLOW

June 2016 - Sept 2016

The Lightspeed Summer Fellowship gives young entrepreneurs the resources, guidance, and connections to build on an idea in a 12 week summer program. I worked with a talented team of Stanford Engineers to design and build a digital solution for the specialty agriculture industry - the product was called 'Agrity'.

As a member of team Agrity, I led end-to-end product design as we built and shipped a web application to increase productivity and efficiency of business deals in the agricultural industry. Our product increased B2B sales by 20% and we achieved a 12% usage rate amongst the total addressable market.

Localwise // UX/UI Intern

Jan 2016 - May 2016

As the sole design intern, I worked with the CEO and Principal Designer to improve the user onboarding flows for job seekers and small businesses from the initial email template invite to the in-app experience.

This included user research, conducting focus groups, data analysis, prototyping, usability testing, visual design, and design handoffs.

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 | Wireframes | Visual Design | UI Design | Typography | Low and Hi-Fi Prototyping | Product Development

Research //

User Studies | Personas | Contextual Inquiries | Storyboarding | Heuristic Evaluation | A/B Testing

Technical //

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

TOOLS

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