FAYYAZ MUKARRAM

PRODUCT DESIGNER

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WORK EXPERIENCE

Dynamic Signal // PRODUCT DESIGNER

June 2017 - Present

Involved in every aspect of the product development process, working across teams dedicated to user onboarding, content consumption, content creation, and in-app engagement.

Exercise a full range of product design, interaction design, visual design, and prototyping skills, adapting across mobile and web platforms.

Work collaboratively with PM's and Engineers, designing flows and experiences, conducting user research, and seeking out creative, design-led solutions to challenging problems.

Lightspeed Venture Partners // SUMMER FELLOW

June 2016 - Sept 2016

UX Engineer on Team Agrity, leading a 4-person team in building, designing, and testing a web app using Agile Development in 1 week sprints.

Designed a 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.

Masar // UX DESIGNER

Jan 2016 - Sept 2016

Designed, prototyped, and built an iOS app 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 Organizatons in Washington, DC such as FEMA, Red Cross, and USAID.

Localwise // UX/UI Intern

Jan 2016 - May 2016

Spearheaded qualitative user tests using task analysis to understand user journies and create user-friendly flows for the new 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, and using Zeplin to efficiently push design mocks to the engineering team.

EDUCATION

University of California, Berkeley //

B.A. Cognitive Science, Computer Science

Class of 2016

Relevant Coursework

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

SKILLS

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

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

Technical // Skills
HTML/CSS | Python | Java | AngularJS | ReactJS | XCode | VanillaJS

TOOLS

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