FAYYAZ MUKARRAM
PRODUCT DESIGNER

(310) 490-3716

fayyazmukarram@gmail.com

fayyazmukarram.com

WORK EXPERIENCE

Dynamic Signal // PRODUCT DESIGNER

June 2017 - Present

Owned the design process on projects from ideation to execution, working 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

Working with a talented team of Stanford Engineers, I led product design as we built and shipped a web app to increase productivity and efficiency in the specialty agriculture industry. The product (Agrity) increased B2B sales by 20% and achieved a 12% usage rate amongst 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 limited access to mobile data. We presented our app 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.

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.

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