

Laiba Saqib

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SUMMARY

Jr. UX Designer with experience in UX design skills and user research gained through boot camp online course. I. **Love. Design.** A self-proclaimed design “junkie” I began playing and working with software tools from a early age. You might say I have dedicated my life to the craft.

SKILLS AND EXPERTISE**PROFESSIONAL SKILLS AND EXPERTISE**

- Research
- A/B Testing
- Affinity Diagrams
- Card Sorting
- Data Synthesis & Analysis
- Survey Creation
- Task Analysis
- Persona Creation
- User Interviews Planning
- User Interviews
- Usability Testing
- User Observation
- Web Analytics
- User flow creation
- Wireframe production
- Competitor analysis
- Creating style guide

- Copywriting
- Information Architecture Site Mapping
- Interaction Design
- Scenario Design
- Sketching
- Storyboarding
- Redlining and Annotations
- Branding
- Creative and Scripting
- Film Editing and Media Elements
- Collaboration
- Critiquing
- Presentations & Public Speaking
- Project Management
- Heuristic evaluation
- Creating moodboard
- Low-High fidelity prototyping

TRANSFERABLE SKILLS

- Adoptable
- Time Management
- Celebrative
- Communication

TOOLS

- Adobe XD
- Figma
- Miro
- Invision
- Trello
- Slack
- Zoom
- Google Slides
- Otter AI
- MS Office
- Outlook
- Adobe Photoshop (Basic)

EXPERIENCE

Boot Camp experience with UX UI design 4 Months (Sept 19th 2022 till Present)

Projects:

1. **Jet Set Go:** (Mobile Prototype) Figma, Adobe XD & Miro.
An application that can not only manage all airline reward miles but also provide redeemable flights based on earned rewards and flight goals.
2. **Snap Spot Photo Location App:** Figma, Miro & Invision.
The creation of a photo location app will result in an improvement in creativity and best practices because it will increase collaboration between photographers.
3. **Home Land Security RWD:** Figma, Miro & Invision.
Redesigned the homeland security website and made it more straightforward to navigate and find info some cards were retitled, highlights more important services, and were brought to the home page to make it more user-friendly.

Work Experience

TARGET – Rich Field Minnesota – June 2020 to Present

2 Years of Beauty Consultant and customer service

Education

High School

Penn Foster High School-Pennsylvania

UX UI Boot Camp Certificate

University of Minnesota