# MARYAM SULAYMAN

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## EDUCATION

**Northumbria University**                                    **London, UK | Sep 2024 - Sep 2025**
*MSc in Web and Mobile Development Technologies*
Relevant modules: UX/UI Theory, Experience & Development, Mobile App Development, Cloud Computing, Web Engineering

**University of Portsmouth**                                    **Portsmouth, UK | Sep 2019 - Jun 2022**
*BSc in Biomedical Sciences - First Class Honours*
Relevant modules: Statistics, Experimental Design, Data Analysis, Research Methods.

## PROFESSIONAL EXPERIENCE

**Front-End Developer / UX Designer - Local Surveyors Direct**                **Winchester, UK | Sept 2023 - Sept 2024**

- Collaborated with senior developers and UX specialists in regular design reviews, applying best practices for user experience, accessibility (WCAG standards) and SEO optimisation to create accessible, user-friendly interfaces
- Conducted user research by analysing feedback from homeowners, surveyors, and administrators, using insights to guide design improvements for the member control panel
- Redesigned the member control panel to improve navigation, accessibility, and cross-browser consistency
- Created wireframes and prototypes in Figma, iterating based on user feedback and usability testing results before implementation
- Built interactive cost calculators using React and Vue, applying user-centred design principles to create engaging tools that increased user engagement by 34%
- Ran A/B tests using Google Analytics to validate design decisions and measure impact on user behaviour and engagement for important user journeys
- Worked in an Agile environment with regular sprint planning, collaborating closely with marketing, development, and stakeholder teams to align company projects with business goals
- Supported the company's Drupal 10 migration by redesigning and testing front-end components to ensure sites remained consistent and worked correctly through the transition

## KEY PROJECTS

**CardioTrack - Mobile Health App (MSc Final Project)**                **London, UK | July - Sep 2025**

- Designed a mobile health application from concept to prototype using user-centred methodology including storyboards, wireframes, and high-fidelity Figma prototypes
- Applied behaviour change theories and Jesse James Garrett's UX framework to structure information architecture and user journeys
- Evaluated app usability using Mobile App Rating Scale (MARS), achieving an average score of 4.2/5 across engagement, functionality, aesthetics, and information quality

**BookMySpot - Parking Reservation Platform (UX/UI Module)**                **London, UK | Sep - Dec 2024**

- Carried out user research through interviews and surveys to learn about the needs and pain points of different user groups, which included drivers, parking space owners and administrators
- Developed user personas and journey maps to represent these groups, to guide design decisions and ensure the platform met all their usability needs
- Created low and high-fidelity wireframes for mobiles, tablets, and desktops using Figma
- Developed style guides and a design system to maintain a consistent look across the platform that aligned with the brand

## SKILLS & ADDITIONAL INFORMATION

**Skills:** Figma, User Research, Usability Testing, Wireframing, Prototyping, Responsive Web Design, User Flows, Design Systems, HTML5, CSS3, JavaScript (ES6+), React, Vue, React Native, Node.js, BEM Methodology, SEO Best Practices, Git, GitLab, Trello, Agile, Sprint Planning, Cross-Functional Collaboration
**Interests:** Volunteering at local charities, Competitive volleyball (national and local level), Chess