

# 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.

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## PROFESSIONAL EXPERIENCE

### UX/UI Designer & Front-End Developer – Local Surveyors Direct

Winchester, UK | Sept 2023 – Sept 2024

- Collaborated with developers and UX specialists to apply WCAG standards and best practices in user experience to create accessible and user-friendly interfaces
- Conducted user research and analysed feedback from homeowners, surveyors, and administrators to identify usability pain points that informed a full redesign of the Member Control Panel which reduced navigation errors by 25%
- Designed and tested wireframes and prototypes in Figma while running usability sessions that guided design iterations and improved user satisfaction for 400+ active users
- Designed and built interactive cost calculators while applying user-centred design principles to simplify inputs and increase engagement by 34%
- Designed and analysed A/B tests in Google Analytics to validate design decisions which directly contributed to a 20% improvement in conversion rates on high-traffic user journeys
- Supported the Drupal 10 migration by redesigning and testing key front-end components to maintain brand consistency and functionality across 4 live customer-facing sites
- Worked in an Agile environment with regular sprint planning and collaborated closely with marketing, development, and stakeholder teams to ensure all design updates aligned with business goals and project timelines

### UX Designer – Blueprint Business Technologies

Remote (London, UK) | Aug 2022 – July 2023

- Improved the usability of BBT's internal and client-facing platforms used by over 200 enterprise users across telecom and banking partners
- Designed wireframes and interactive prototypes in Figma for 2 major dashboards and a ticketing system which made them easier to use and increased task completion rates by 25% during testing
- Worked on new concepts for the BBT company website focusing on clearer structure and better accessibility that led to a 30% drop in page exit rates
- Interviewed 5 client teams to understand workflow challenges and recommended UI updates that better supported their needs
- Created reusable design components and visual styles that helped teams build new features faster and keep products consistent which cut development effort by 15%

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## 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
- Integrated an AI-driven recommendation system that delivered personalised weekly health insights to help users stay engaged while building better habits
- Evaluated app usability using Mobile App Rating Scale (MARS), achieving an average score of 4.2/5 across engagement, functionality, aesthetics, and information quality

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## SKILLS & ADDITIONAL INFORMATION

**Skills:** Figma, Adobe XD, User Research, Usability Testing, Wireframing, Prototyping, User Flows, Interaction Design, Design Systems, HTML5, CSS3, Bootstrap, JavaScript (ES6+), React, Vue, Git, GitLab, Miro, Trello, Sprint Planning

**Interests:** Volunteering at local charities, Competitive volleyball (national and local level), Chess