

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

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%

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

SKILLS & ADDITIONAL INFORMATION

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

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