

MEHWISH AZIZ

LEAD PRODUCT/UX DESIGNER
MEHWISHAZIZ2025@GMAIL.COM

PROFILE

I am a developer turned product UX designer with strong chops on UX Research, interaction design and design sprints.

UX DESIGN SKILLS

Interaction Design
User Research/Empathy Maps
Information Architecture
IIXD, CXA
User/data Flows
Persona
Site Maps
Journey Maps
Design Sprint
Qualitative/Quantitative Research
Convergent/Divergent Thinking

TOOLS

Sketch, Invision
Figma
Adobe XD
Wireframes
Data/User Flow, IA
Prototypes

EDUCATION

DeVry University • 2005
Computer Information Systems

CONTACT

 IN/MEHWISH-AZIZ/
646-766-0318

PORTFOLIO

<https://Mehwishaziz.netlify.app>

EXPERIENCE

Lead UX Designer, TCS

2022- Current

Stellantis

- Lead designer conducting design workshops with both Global and NA users.
- Validating and developing MDP (Minimum Desirable Product) with all international and local dealership users. Implementing Design Strategy from scratch.
- Building prototypes for Dealership Persona (Tech, CTC, SM and TSM) validation.

Clarios

- Designed and Branded E2E design process from Empathize to testing for Operators with the emphasis on the manufacturing environment
- Conducted User workshops (Interviews, questionnaires, surveys), persona validation, developed prototype and wrote test for user validation. Added KPIs to measure design performance.

DTCC

- Led the Rebranding project by developing Design System Library (Color and layout) for both Light and Darkmode Design Guidelines.
- Developed clickable Prototypes for each Use Case with newly upgraded components.

PNC

- Modernized and integrated Offers, motivating customers to maximize their benefits on Web Banking Application(WBA) Mobile and Desktop.
- Designed the prototypes using Sketch/Invision and presented mockups (freehand) to executive stakeholders.

Lead Product Designer, FourQ acquired by Blackline

2020- 2022

- Implement Design Process, Design Strategy, tools, and Style Guides. Design and Implement E2E User Research and Usability Testing Strategies to Improve ROI with User Research (Qualitative and Quantitative data).
- Strategize Customer Experience with Archetypical data and design platform under one umbrella product. Build wireframes and interactive Prototypes for validation.

Senior UX Architect , ATF-DOJ

2021-2022

- Conducted User Research and Usability Testing (Screeners, Interviews, Card Sorts, IA) to discover the mental models for the Re-Design of the website.

Assistant Director (Design, Product & QA), MOCS

2018- 2020

- Implemented design thinking and a human-centered approach to address numerous user issues and achieved an 88% increase in site usability for a B2B SAAS product.
- Led and managed a team of Designers, Product Managers, and QA specialists while actively participating in tasks such as creating interactive prototypes, conducting design thinking workshops with 86 city agencies, 100s of vendors to conduct research.

SDET Manager/Tech Lead, Nex-Enso

2015-2016

- Spearheaded and supervised UX and frontend development efforts, overseeing the complete redesign of the website, aimed at assisting hedge funds in optimizing their investment portfolios for improved ROI. Conducted design workshops to engage with clients, combining qualitative insights gathered from discussions with quantitative data obtained through analytics. Built interactive prototypes utilizing JS/Axure, enabling us to obtain valuable early feedback.

QA/SDET Manager, Morgan Stanley

2015-2016

SDET Manager, Google Finance

2012-2015

Design/Quality Lead, BCBS

2010-2012