MEHWISH AZIZ

PRODUCT/UX DESIGNER

HTTPS://MEHWISHAZIZ.NETLIFY.APP

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

Wireframes

Data/User Flow

Prototypes

EDUCATION

DeVry University · 2005

Computer Information Systems

Springboard· 2020

Certification: UX Design (700+hrs)

CONTACT

IN/MEHWISH-AZIZ/

646-766-0318

MEHWISHAZIZ2025@GMAIL.COM

EXPERIENCE

Assistant Director (Design, Product & QA), MOCS
2018- Present

- Implement design thinking/sprints and Human centered approach that help resolved many user issues and increased site usability by 88%.
- Manage team of Designers, Product and QA while being hands on with interactive prototypes, design thinking/sprints and user research.
- Collaborate with Vendors and Agencies for the city's procurement system (SAAS) product for optimal design solutions.
- Liaise with the Development and Support team to create data lakes(AWS) for understanding user's mindset and making informed decisions to sunset or redesign the site enhancing User Experience.

Tech Lead/SDET Manager, Nex-Enso
2016-2018

- Facilitated and led all UX and frontend development initiatives for redesigning the site to help hedge funds manage their investments portfolios to get better ROI.
- Held design workshops to speak with clients to gather qualitative data to measure with quantitative (Analytics) data.
- Built interactive prototypes with JS/Axure to gain early feedback.
- Wrote usability tests to uncover improvement opportunities, identifying problems and understanding user behaviors.

QA/SDET Manager, Morgan Stanley
2015-2016

- Ensured consistent user experience throughout all customer touchpoints, emails, branches and web applications. Collaborated with senior leadership to set, guide, evaluate and improve user experience.

SDET Manager, Google Finance
2012-2015

- Helped creative director to facilitate Design Sprints to gather early feedback from stakeholders ensuring we are building user centric productsBuild Information Architecture, wireframes and Sitemaps to discover UX issues with usability testing.

Project Manager, NYSE
2011-2012

- Focused on Web Design and UI implementation on $15 million projectWorked with Design, Development and UI team to Build interactive prototypes for code conversion. Facilitated design workshops with the design director and stakeholdersBuilt interactive dashboards with Analytics to capture users activities for system improvements.