

Mehwish Aziz



mehwishaziz2025@gmail.com



646-766-0318



<https://www.linkedin.com/in/mehwish-aziz>



<https://mehwishaziz.netlify.app>

Experience:

Senior UX Architect, Modavate/ATF-DOJ

2021-Present

- Develop and Implement Content Strategy (Inclusive and Diverse Language) to attract diverse candidates to apply for Federal Jobs.
- Develop Information Architecture with User Centric Approach (Card Sorting- Mental Model)
- Conduct User Interviews(Qualitative) and Analytics(Quantitative) to find usability issues
- Develop and conduct Usability Testing plan and unmoderated online testing with the identified Personas

Lead Product Designer, FourQ-Blackline

2020-Present

- 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 designing platform under one umbrella product.
- Build wireframes and highly interactive Prototypes for user feedback.

Assistant Director Product Design & QA ,MOCS

2018-2020

- Implemented design thinking/sprints and Human centered approach that help resolved many user issues and increased site usability by 88% forB2B SAAS product
- Managed team of Designers, Product and QA while being hands on with interactive prototypes, design thinking/sprints and user research.
- Wrote usability tests to uncover improvement opportunities, identifying problems and understanding user behaviors.

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 with A/B Testing.

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 products.

Skills:

- Interaction Design
- User Research/Empathy Maps
- Information Architecture
- IIXD, CXA
- User/data Flows
- Persona
- Site Maps
- Journey Maps
- Design Sprints
- Qualitative/Quantitative Research
- Convergent/Divergent Thinking
- Usability Testing
- Content Management Strategy
- Design Strategy

Tools:

- Figma
- Sketch
- Miro
- Marvel Pop
- Invision
- Wireframe
- Prototype
- Analytics (Matomo, Siteimprove, Google)

Education:

DeVry University of NY 2005

Bachelors of Computer Information Systems