

# MEHWISH AZIZ

PRODUCT/UX DESIGNER

## 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 (144 hrs)

## CONTACT

 IN / MEHWISH - AZIZ /

 646-766-0318

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## 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.
- Collaborated 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 conversionFacilitated design workshops with the design director and stakeholdersBuilt interactive dashboards with Analytics to capture users activities for system improvements.