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
Sigma
Invision
Wireframes
Data/User Flow
Prototypes

EDUCATION

DeVry University · 2005

Computer Information Systems

CONTACT

in IN/MEHWISH-AZIZ/

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EXPERIENCE

Lead Product Designer, FourQ   **2020-Present**

- Implement Design Process and Patterns, tools and Style Guides.
- Improve ROI with 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. User Research and User Testing E2E involvement.
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Assistant Director (Design, Product & 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.
- Built interactive prototypes with JS/Axure to gain early feedback.

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.