

# MEHWISH AZIZ

LEAD PRODUCT/UX DESIGNER  
MEHWISHAZIZ2025@GMAIL.COM  
646-766-0318

## PROFILE

I'm a developer-turned-UX leader with a proven track record in driving design strategy, UX research, and product innovation. I specialize in crafting intuitive, data-driven experiences that align user needs with business goals. With expertise in design thinking, prototyping, and qualitative/quantitative research, I lead teams to build scalable and impactful solutions. I thrive in cross-functional collaboration, bridging the gap between design, engineering, and stakeholders to deliver user-centric products. My passion lies in transforming complex problems into seamless, high-performing experiences that drive growth and engagement.

## 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

## EXPERIENCE

### Lead UX Designer, TCS

2022- Current

#### IFF

- Developed Agentic and Gen AI based designs for the NVIDIA BioNemo experience for all personas
- Designed agents to automate all user activities on the application

#### Stellantis

- Managed the design team and mentored junior designers to improve design quality and efficiency.
- Identified key personas to design solution for a seamless user experience for both front and Backoffice dealership users.
- Created wireframes, prototypes, and high-fidelity mockups for NA and International Dealerships.
- Worked closely with clients to understand their needs and goals and translate them into effective design solutions.

#### 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) and persona validation.
- Developed prototype and wrote test for user validation. Added KPIs to measure design performance.

#### DTCC

- Led the Rebranding/Redesign (DTCC50) project by developing Design System Library (Color and layout) for both Light and Darkmode Design Guidelines.
- Designed and rebranded user experience for a modern connected UX Experience.

#### 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

- Led and Implemented Design Process, Design Strategy, tools, and Style Guides. Design and Implemented E2E User Research and Usability Testing Strategies to Improve ROI with User Research (Qualitative and Quantitative data).
- Strategized Customer Experience with Archetypical data and design platform under one umbrella product.
- Built wireframes, Journey maps and interactive Prototypes for validation.
- Helped with the service design for E2E User Experience so that company can be acquired
- Collaborated with development teams to ensure designs were implemented accurately and efficiently.

### 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 user facing website.

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## EDUCATION

DeVry University • 2005

Computer Information Systems

## CONTACT

[in](#) IN/MEHWISH-AZIZ/

### ● Assistant Director (Design, Product & QA), MOCS

2018- 2020

- Led and managed a team of Designers, Product Managers, and QA specialists for a SAAS Procurement product.
- Implemented design thinking and a human-centered approach to address numerous user issues and achieved an 88% increase in site usability while actively participating in tasks such as creating interactive prototypes.
- Conducted design thinking workshops with 86 city agencies, 1000s of vendors to conduct user research.

### ● SDET Manager/Tech Lead, Nex-Enso

2015-2016

- Led and managed a team of Designers and SDETs
- Spearheaded and supervised UX and frontend development efforts and 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.

### ● SDET Manager, Morgan Stanley 2014-2015

### ● SDET Manager/Design, Google Finance 2012-2015