



ZAINA N

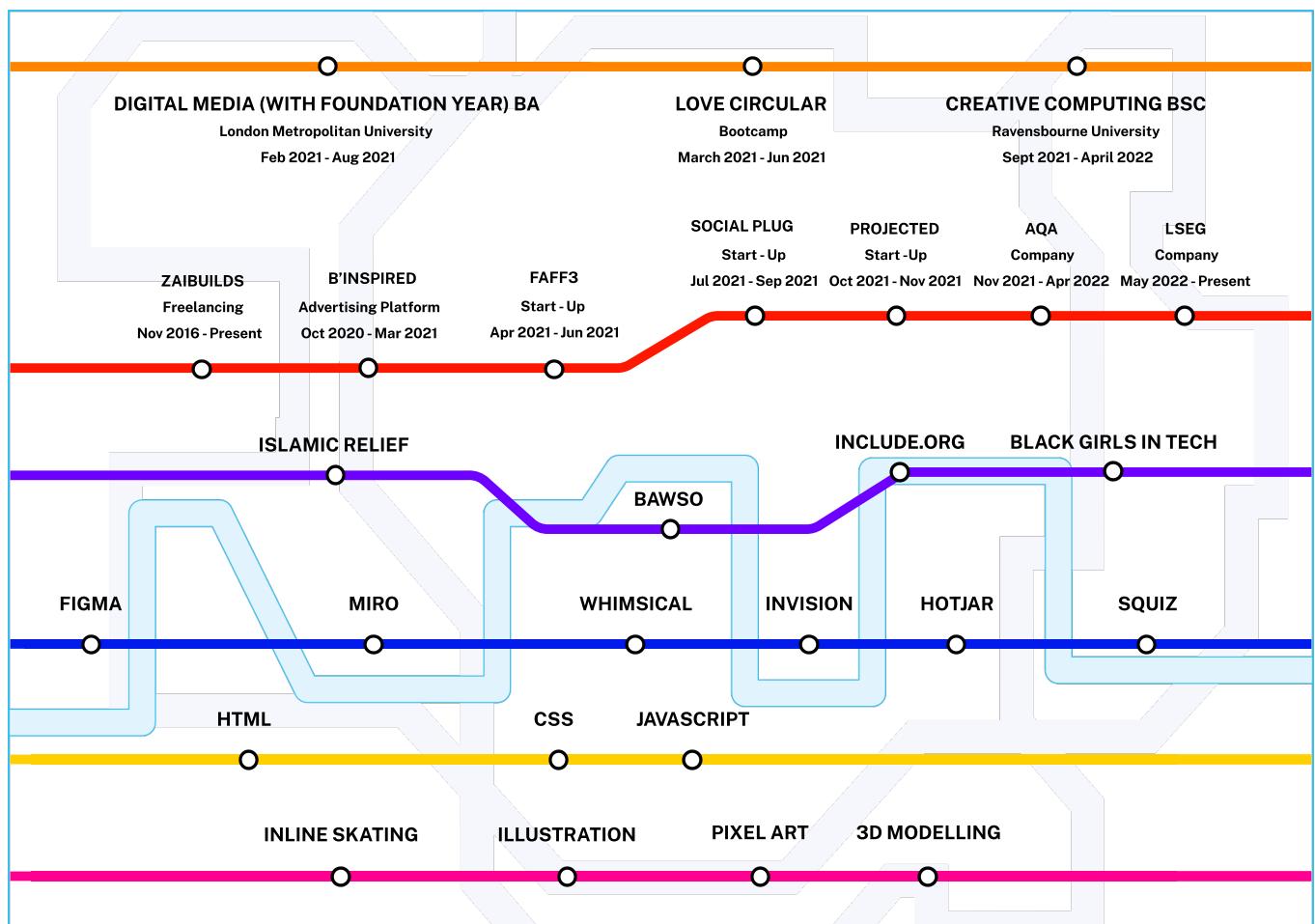
DIGITAL DESIGNER

A London-based Digital Designer with 5 years of experience across UX/UI Design, Graphic Design, Brand Design and Illustration.

In addition to having a solid design skillset, I also have a grounding in front-end web development, experience across both start-ups and large organisations as well as a passion for learning new skills and technologies.

CONTACT ME

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Key to lines

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|--|--------------|
| | EDUCATION |
| | WORK |
| | VOLUNTEERING |
| | SOFTWARE |
| | SKILLS |
| | HOBBIES |

EXPERIENCE



LSEG

May 2022 - Present

Overview:

United Kingdom-based stock exchange and financial information company headquartered in the City of London, England.

Responsibilities:

- Wireframing
- Stakeholder Management
- UI Design
- Responsive Web Design
- User Research
- User Testing
- Mentoring interns and junior designers
- Stakeholder management

Achievements:

- Taking ownership of the creation of a design system usable across all child companies including Refinitiv
- Providing other designers with guidance during creation of components and interfaces
- Fixing components migrated from Sketch to Figma
- Acting as a Design System consultant for two other internal design teams

SugarCode

Apr 2022 - Present

Overview:

EdTech start-up committed to reducing barriers of entry into the tech industry. We do this via providing access to courses, tech equipment and data, making mentoring accessible for all and running hackathons for tech newbies to refine their skill sets in a comfortable environment, gain valuable feedback and win prizes.

Responsibilities:

- Graphic Design
- Brand Design
- Marketing Strategy
- Copywriting
- Content Creation

Achievements:

- Collaborating with CTO to create social media assets as well as brand identity

AQA

Nov 2021 - Present

Overview:

Largest examination board for GCSEs and GCE A Levels in England.

Responsibilities:

- User Stories
- User Flows
- Wireframing
- Conducting UX Research
- Conducting Usability Testing
- Stakeholder Management
- Data Analysis
- Content and Asset Management
- UI Design
- Responsive Web Design
- Icon Design

Achievements:

- Collaborating with developers, project managers and other designers to create campaign landing pages as well as improving existing pages
- Creating a campaign landing page that gained over 80% user satisfaction rates

Projected

Oct 2021 - Nov 2021

Overview:

A start-up creating a financial tool to assist founders and business owners in visualising their growth using artificial intelligence.

Responsibilities:

- Wireframing
- Creation of Design System
- UI Design

Achievements:

- Collaborating with the CTO, CMO and Front-End Developer to create the landing page

Social Plug

July 2021 - Sept 2021

Overview:

A content-performance platform enabling both local and e-commerce businesses to quickly attract influencers with a product offering and receive instantly branded content in return.

Responsibilities:

- Logo Design
- Branding Design
- Social Media Content Creation
- Copywriting
- UX Audit
- Wireframing
- Prototyping
- UI Design

Achievements:

- Establishing brand identity
- Assisting in creation of an MVP
- Creation of Design System
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Faff3

April 2021 - May 2021

Overview:

A start-up focusing on smoothening the relationship between clients and freelancers via the productisation of services.

Responsibilities:

- Completing UX Audit of existing product
- Conducting User Interviews
- Creation of Problem Statements
- Competitor Analysis
- Wireframing
- Completing UI Design
- Creating UX Report
- Conducting Usability Testing

Achievements:

- Creating a usable, accessible, and functional product suitable for launch as an MVP in less than 2 months

Love Circular

March 2021 - June 2021

Overview:

A 97 day intensive project based bootcamp designed to help aspiring UX UI designers learn core fundamentals of design and enter the industry as a mid-weight designer.

Responsibilities:

- Research (Quantitative, Qualitative, Red Route Analysis, Competitor Analysis, Usability Testing)
- Ideation (Crazy 8s, Strawman Thinking, Mind Maps, Wireframing)
- Design (UI Fundamentals, Accessibility, Design Systems, Typography, Visual Hierarchy)

Achievements:

- Developed key skills such as conducting user research, usability tests and visual design
- Completed 2 case studies, both within the course and externally
- Built a personal brand on social media

B'Inspired

October 2020 - March 2021

Overview:

A platform seeking to eradicate lack of diversity within the marketing and advertising agency.

Responsibilities:

- Creating social media assets for the agency's social media page and website alongside for external clients
- Creating illustration work for external clients

Achievements:

- Created social media assets and promotion materials for an event held with Dunnie West (Diddy's Creative Director)

Include Org

August 2020 - Present

Overview:

A charity providing community projects, training and consultancy to help promote inclusivity of those with understanding or speaking difficulties.

Responsibilities:

- Creating digital social media assets and printed media both independently and also in a team
- Generating ideas for social media campaigns

Achievements:

- Assisted with executing 'The Big Give Christmas Challenge Campaign", resulting in the organisation being awarded ' Best Small Charity' by the Big Give

ZAIBUILDS

November 2016 - Present

Overview:

Providing a wide range of freelance design and development services for a diverse range of clients.

Responsibilities:

- Social Media Assets
- Social Media Campaigns
- Print Media
- Packaging Design
- Brand Design
- 3D Design

Achievements:

- Working with music artists, small businesses and start-ups

REFERENCES



Ali Yuksel Erol
UX Designer at Camelot + UX/UI Instructor at Love Circular
June 8, 2021, Ali was Zaina's teacher

Zaina is a diligent UX/UI designer who has a keen focus on user insights and achieving an authentic user-centric approach. She can methodically think about edge case scenarios and is not afraid to reach out for further clarification. Zaina has a professional, friendly manner which makes her approachable and easy to work with. I look forward to seeing Zaina's progression in her UX/UI profession. [See less](#)



Emmanuel O
Front End Web Developer
May 31, 2021, Zaina worked with Emmanuel in the same group

Zai is a talented creative and always ensures she is an asset in any project she works on. She delivers punctually and is a great team player. Her hard work / passion for her craft always comes through.