ZAI BUILDS

TRANSPORT

ZAINA N
DIGITAL DESIGNER

A London-based Digital Designer with 2 years of experience across UXUI 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.
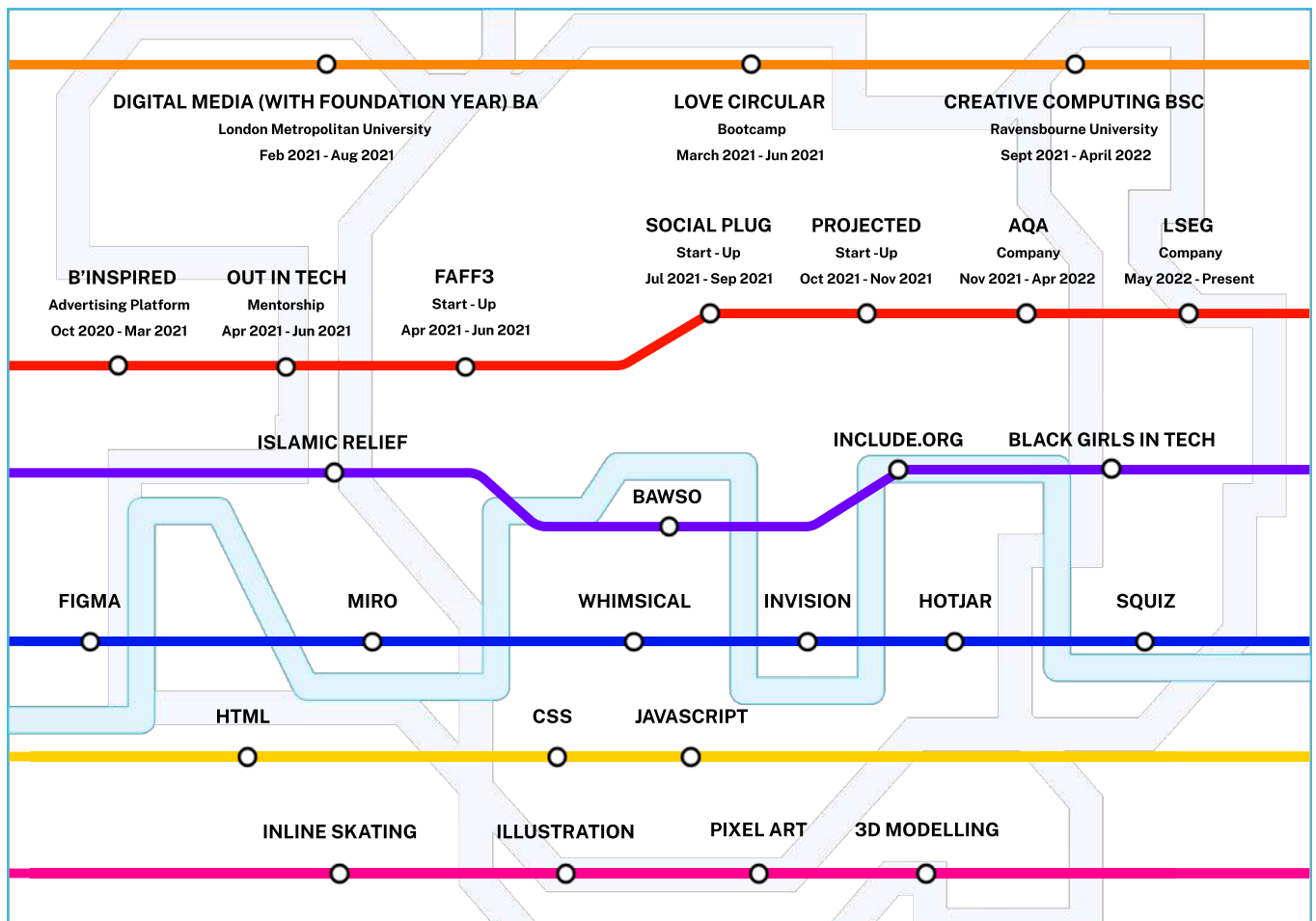
CONTACT ME

✉ hello@zaibuilds.io

☎ +44 7342 821689

📷 @zaibuilds

Ⓜ medium.com/@zaibuilds

DIGITAL MEDIA (WITH FOUNDATION YEAR) BA
London Metropolitan University
Feb 2021 - Aug 2021

LOVE CIRCULAR
Bootcamp
March 2021 - Jun 2021

CREATIVE COMPUTING BSC
Ravensbourne University
Sept 2021 - April 2022

SOCIAL PLUG
Start - Up
Jul 2021 - Sep 2021

PROJECTED
Start -Up
Oct 2021 - Nov 2021

AQA
Company
Nov 2021 - Apr 2022

LSEG
Company
May 2022 - Present

B'INSPIRED
Advertising Platform
Oct 2020 - Mar 2021

OUT IN TECH
Mentorship
Apr 2021 - Jun 2021

FAFF3
Start - Up
Apr 2021 - Jun 2021

ISLAMIC RELIEF

INCLUDE.ORG   BLACK GIRLS IN TECH

BAWSO

FIGMA   MIRO   WHIMSICAL   INVISION   HOTJAR   SQUIZ

HTML   CSS   JAVASCRIPT

INLINE SKATING   ILLUSTRATION   PIXEL ART   3D MODELLING

Key to lines

🟧	EDUCATION
🟥	WORK
🟪	VOLUNTEERING
🟦	SOFTWARE
🟨	SKILLS
🟪	HOBBIES

ZAI BUILDS

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

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

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

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

Out In Tech

April 2021 - June 2021

Overview:

A mentorship program pairing LGBTQ+ youth aged 17-24 with tech professionals from Out in Tech's membership. Each mentee learns a mix of both technical and professional skills needed for launching a successful career.

Responsibilities:

- Weekly check-ins with a mentor

- Meetings with fellow mentees alongside other mentors

- Creation of Project for Final Presentation utilising key skills such as Research, Design and Prototyping

Achievements:

- Presentation of UX Project

- Assisting in creating social media assets for and also organising a hackathon

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

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.