**Zeenath Kazimi**

UX Designer+Researcher (4 years of experience)

zeenathkazimi@gmail.com(**681-4952864)**

**My Portfolio:** <https://zeenathkazimi.wixsite.com/portfolio>

**Linkedin** <https://linkedin.com/in/zeenath-kazimi-05780b228>

**Education**

Post Graduate in Computer Science, Kingston College, Canada 2003 – 2005

Bachelor's Degree in Computer Science, Osmania University, Hyd, India 2002

**Technical Tools**

**Design skills:**

UX Design, Product Thinking, Interaction Design, Prototyping, Agile

**Research skills:** Interview, Survey, Personas, User Journey Mapping, Usability Testing, Competitive Analysis. **Soft skills:** Communicative, Creative, & empathetic

**Tools:** **Figma, Adobe XD, Sketch, Creative clouds, Adobe creative suite,** InVision, Illustrator, User Testing, Photoshop, Pencil, InDesign, **HTML, CSS**

**Certificates: IBM & Google** (FIGMA, Adobe XD, Agile fundamentals, Digital thinking, programming)

**UX Designing Certificate from Google (2021)**

**IBM Certificate (2022)**

**(Kindly visit my LinkedIn)**

I was involved in user-centered design. I enjoy researching, talking to the customers, understanding their pain points, problems and identifying the user needs, solving problems, usability testing, and applying human-centered design thinking.  After examining users' needs I generate lots of ideas quickly and share them with the users I am designing it for; which leads to innovative solutions. I have done design for mobile, desktop, ecommerce online businesses. I work with people, for people to understand and translate their aspirations into design strategies and experiences. I worked for Insurance, ecommerce and healthcare with Sketch, XD, FIGMA.

**Work Experience**

**UX Designer: Data Meaning, FL, USA**

<https://datameaning.com/> (Health care project, Animal medicine/vaccination testing)

**Feb 2022**

 **My role and responsibilities:**

* Collaborate with Product Management and Engineering teams to define and implement innovative solutions for product direction, visuals and experience.
* Execute all visual design stages from concept to final hand-off to the Engineering team.
* Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks.
* Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.
* Made presentations

**Pre-Apprenticeship: IBM, USA**

**Jan 2022 to Feb 2022** (**Certificate in Enterprise Design thinking, Agile principles, Professional skills, Python and Java**)

**UX Designer/Researcher: Clothing business (Online ecommerce business)**

**(PareeZ Collections): Dec 2021 to Jan2022**

 **My role and responsibilities:**

* Streamline simplified checkout process, product selection and making the clothing experience simpler for end customers with visual guidance selection of product
* User experience design, **user-centered design**, user research and requirements gathering, translation of UX insights/strategies into design layouts and systems, and user interface design. Made brochures, flyers, and logo
* Proposing visual concept ideas for clients projects and completed all work in Figma, Adobe Creative clouds, Creative Suite, and XD
* Conducted moderated interviews, research, create pain points, persona, white board sessions, user journey, mockups, Sketches, wireframes, prototype, user flows, and flow charts. Starting from empathizing, defining, ideating, building wireframes and low-fidelity prototypes, storyboards, user flows, process flows, and moderated and un moderated usability testing.
* Collaborate worked closely with the client, developer, and product manager
* Worked with design system

**UX Designer/researcher: Clinical Psychologist (Online business)**

**(Unknot Yourself): Oct 2021 to Nov 2021**

 **My role and responsibilities:**

* Wrote motivational sentences, created session, payment method, booking, story and services for a psychologist.
* User experience, building interaction models, UI patterns and defining task flows. Problem-solving, with ability to generate ideas and solutions. Applied best practices to common design problems
* Conducted research into pain points, create pain points, persona, user journey, mockups, Sketches, wireframes, prototype, user flows, and flow charts. Starting from empathizing, defining, ideating, building wireframes and low-fidelity prototypes, storyboards, user flows, process flows, and moderated and un moderated usability testing.

**UX Designer: Google student project, USA**

**(Pet adoption.com & Coffee shop app): July 2021 to Sep 2021**

 **My role and responsibilities:**

* Focused on identifying human needs through both qualitative and quantitative research; understanding complex problems by visualizing landscape, user journeys, stakeholder maps, service blue prints; ideating and prototyping innovative solutions or sometimes just fixing the basics. Designing with FIGMA
* Conducted research into pain points, create pain points, persona, user journey, mockups, Sketches, wireframes, prototype, user flows, and flow charts. Starting from empathizing, defining, ideating, building wireframes and low-fidelity prototypes, storyboards, user flows, process flows, and moderated and un moderated usability testing.

**UX Designer: Freelance Designer**

**July 2019 – July 2021**

**My role and responsibilities:**

* User experience design, user-centered design, user research and requirements gathering, translation of UX insights/strategies into design layouts and systems, and user interface design
* Proposing visual concept ideas for client’s projects and completed all work.
* Making persona, user journey, mockups, Sketches, wireframes, prototype, user flows, and flow charts. Starting from empathizing, defining, ideating, building wireframes and low-fidelity prototypes, storyboards, user flows, process flows, and moderated and un moderated usability testing.

**2009 – 2019: Previous non- UX related projects. I worked as an office assistant in doctor’s clinic, lab assistant, studied in Crafton Hills College, worked as a customer service representative.**

**UX Designer: Department of transportation (New York, Atlanta, Washington)**

**2006 to 2008**

**My role and responsibilities:**

* I was involved in the website of transportation information pages and login pages. I worked with researchers to better understand the customer’s needs. Involved in workshops/sessions with customers & stakeholders to gain insight. Documented the findings to the user journey, process flow.
* Meetings with business analysts and developers understanding the user requirements analysis and pain points, translating them into use cases and technical requirements, wire framing, prototyping, and design support for enhancement of Web application.
* After examining users’ needs I generated lots of ideas and shared them with the users which lead to innovative solutions.
* Collaborated with project team members including CEO, president, project managers, Developers, Business Analysts for best solutions
* Understanding of HTML, CSS
* Worked on **Agile** fundamentals

**Researcher & Customer Service Representative: Maximus (Insurance)**

**Oct 2021 to Dec 2021**

I Worked for Insurance Company researching and understanding the pain points of the users, and emphasizing. I used to answer more than 20 calls a day listening to their pain points and solving consumer problems applying for insurance with empathy.

**LANGUAGES:** English (fluent), Hindi (native), Urdu (Fluent), Farsi (intermediate)