

ISA AZIZ

UX Designer | Researcher | HCI | Business Development Strategist

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Summary

A seasoned UX Designer with a flair for research and a knack for presentation, my skillset covers a broad spectrum in design, research, and client relations. I excel in both evaluative and exploratory research techniques, and I'm proficient in refining these findings through rigorous validation processes. My strength lies in leading comprehensive business projects, where I engage clients effectively and collaborate seamlessly with stakeholders.

My approach centers on integrating diverse data streams, transforming both qualitative and quantitative insights into practical design strategies. Proficient in multiple design and UX methodologies, I predominantly use Figma and Adobe XD for prototyping, which allows me to present complex information with clear, precise visualizations.

As part of my professional commitment, I intend to fuse my technical expertise with a keen understanding of user needs. My goal is to craft solutions that are not just customized to client requirements but also surpass their expectations. In doing so, I aim to deliver designs that significantly contribute to achieving the client's business objectives.

Product Design/UX Strategy

The GWS Academy

10/2023 - Present

- Demonstrated expertise in designing health and wellness products with a strong focus on the user. Applied participant-centric principles effectively to boost user engagement and product effectiveness. Integrated insights from user research, including qualitative and quantitative data, to inform design choices that resonate on mobile and web platforms.
- Excelled in conducting comprehensive research and needs assessments, aligning product designs with both organizational goals and user requirements. Utilized a blend of research methods, including usability testing and user interviews, to gather deep insights for product strategy and development.
- Proven leadership in steering diverse teams through the development and implementation of comprehensive wellness products. Seamlessly integrated participant experiences with product design principles, ensuring cohesion between user needs, design aesthetics, and functional requirements. Facilitated collaborative efforts using tools like Figma and Miro for efficient and innovative project execution.

- Proficient in evaluating product performance by leveraging data-driven insights. Skilled in refining designs based on user feedback and analytics, identifying opportunities for ongoing product enhancement. Contributed to setting the brand tone and developing marketing strategies that are anchored in research findings and user feedback.
- Strong in engaging with stakeholders, including sponsors, partners, and users, to gather comprehensive feedback. Advocated effectively for user needs during product development, ensuring stakeholder alignment with project goals. Applied expertise in brand and marketing strategy to enhance community engagement and stakeholder satisfaction.
- Adept at creating user-friendly, engaging product documentation and training resources. Tailored materials to diverse user groups, enhancing the accessibility and usability of products. Employed a holistic approach to mentoring and training in product design, fostering both personal and professional growth within user-centered design teams.
- Dedicated to creating products that emphasize cultural sensitivity and inclusivity. Ensured that all users, regardless of their background, felt valued and supported in their wellness journey. Applied a comprehensive understanding of user-centered design processes to develop products that cater to a broad and diverse user base.

Experience:

UX Designer / Researcher

XD Studios

11/2022 - 10/2023

Remote

Key Achievements:

- **User Insight Derivation:** Mastered the art of deriving insights through extensive qualitative and quantitative research, leveraging Figma for dynamic data visualization and collaborative analysis. Integrated advanced research techniques, including large-scale surveys and data analysis, to extract actionable insights that significantly informed product strategy and development roadmaps.
- **Service Model Formulation:** Expertly designed strategic service models and comprehensive user journey maps using Figma and Miro, integrating diverse research methods for web platforms, SaaS, mobile apps, and Zero-to-One products. This approach ensured effective outreach and onboarding across various digital platforms, with Figma facilitating seamless team collaboration and ideation.
- **Championing Product Accessibility:** Led initiatives to enhance product accessibility, utilizing methodologies like contextual inquiries, semi-structured interviews, and A/B tests. This approach guaranteed user-centric design solutions, improving accessibility and engaging user experiences on multiple platforms.
- **Translating Insights into Design with Figma:** Played a crucial role in product design and prototyping, employing Figma to transform user insights and research findings into practical and visually compelling design solutions. Successfully created products that deeply resonate with end-users, with Figma enabling rapid prototyping and iterative design improvements.

- Cross-functional Collaboration: Engaged actively in cross-functional team partnerships, fostering collaboration through Figma Jam and Miro to ensure cohesive project completion. These tools were instrumental in delivering efficient and integrated outcomes, aligning different team perspectives and inputs.
- Broad-scope User Engagement: Executed comprehensive, large-scale surveys and utilized key findings for data presentations. Targeted a wide range of demographics using an array of research tools, ensuring multifaceted insights for complex project requirements. Infographics play a large role in handling diverse data types which assisted in playing a pivotal role in stakeholder engagement.

UX Designer, Researcher, Business Development Strategist

Independent Consultant

2016 - Ongoing

Oakland, CA

Key Achievements:

- User-Centric Research and Analysis: Conducted comprehensive qualitative and quantitative research and employed advanced data analysis. Combined multiple research methodologies and analyzed data to understand user needs, preferences, and behavior. Informed product strategy revealed market trends, and drove data-backed decisions for holistic business development.
- Design Enhancement and Accessibility for Mobile: Applied expertise in mobile UX/UI design principles to create wireframes and prototypes responsive to the unique demands of SaaS and mobile application interfaces. Executed contextual inquiries and user testing within mobile a first context, including touch interaction and navigation. Conducted A/B tests to refine mobile design elements, enhancing accessibility and resolving mobile-specific user experience challenges.
- Collaborated with developers, marketers, and product managers to launch comprehensive surveys and research initiatives aimed at optimizing mobile and responsive web applications. By focusing on the user's context, I ensured that our team's efforts were synchronized, directly contributing to smoother project workflows and tapping into new market segments.

Key Account Manager/Project Manager/ CX

Give Something Back

10/2015 - 07/2017

Oakland, CA

Key Achievements:

- Customer Relationship and Growth: Collaborated with marketing and operations teams, cultivated relationships with key customers, and deeply understood customer needs. Used data-driven insights, established strong connections with over 350 customers, and influenced decision-makers. Achieved a 40% increase in revenue from repeat business, a 25% increase in sales on new products, and won back customers who transitioned to other services.

- Operational Efficiency and Client Satisfaction: Ensured the smooth execution of implementation deadlines and managed a significant portion of the company's largest projects. Streamlined project delivery processes and maintained close monitoring of client milestones. Attained a 95% customer satisfaction rating, a 30% reduction in project delivery time, and a 25% increase in overall company revenue.
- Team Building and Product Expansion: Spearheaded talent recruitment and conducted ideation workshops. Focused on online marketing product design, outreach, and developing customer engagement strategies. Fostered a 50% increase in territory stationary and print services and a 20% revenue boost in the department.

Education

Interaction Design Foundation IxDF

[Course Certificate: Journey Mapping 2023](#)

[Course Certificate: UX Management: Strategy and Tactics 2023](#)

[Course Certificate: Human-Computer Interaction - HCI 2022](#)

[Boot Camp: User Research 2022](#)

[Masterclass Certificate: Emotional Design: Evoke Emotional Responses Through Design 2022](#)

[Masterclass Certificate: Exclusive: Design for a Better World, a Discussion with Don Norman](#)

[Masterclass Certificate: Radical Participatory Design: Insights From NASA's Service Design Lead](#)

[Masterclass Certificate: How to Get Started as a UX Consultant](#)

[Course Certificate: Design Thinking- The Beginner's Guide](#)

[Course Certificate: User Experience: The Beginner's Guide](#)

[Boot Camp: UX Portfolio and Career 2020](#)

Skills:

Hard Skills:

- Proficient in UX design tools such as Figma, XD, and Sketch.
- In-depth knowledge of usability testing, both qualitative and quantitative.
- Expertise in UX Maturity Assessments, HCI, and UX Business Cases, and RFP's.
- Skilled in ideation methods, journey mapping, and design sprints.
- Proficiency in managing zero-to-one products, prototyping, and wireframing with high/low fidelity design.
- Experienced with tools like Miro, Figma Jam, Jira, PowerBI, PPT, and Adobe Creative Suite.
- Knowledgeable in web services, print design, Excel, and SaaS.

Soft Skills:

- Cross-functional collaboration, ensuring effective communication with stakeholders.

- Strategic thinking, aligning design with the broader user journey and service objectives.
- Strong problem-solving abilities.
- Resourceful mindset when approaching challenges.
- Effective facilitation, capable of leading ideation sessions and workshops.