**Somreen Safdar**

Cell No. 905.569.0003 Email: [somreen@gmail.com](mailto:somreen@gmail.com)

[www.somreen.com](http://www.somreen.com)

 UI/UX Designer

# Profile:

* As a highly skilled and creative UX/UI Designer with 10+ years of experience, i have a proven track record of delivering high-quality and user-centric designs for a variety of projects.
* Possess strong skills in Design Thinking, Wireframing, Prototyping, and User Testing, and have a deep understanding of user psychology and behavior.
* Highly proficient in various design tools such as Figma, Figjam, Theming, Sketch, Token Studio, Adobe XD, Miro, and Invision. Additionally, strong skills in Web writing experience including Web copy, Content management, Storyboards, Mobile app design, Web design, and Customer Portal / Power BI dashboard designs.

# Skills

|  |  |
| --- | --- |
| * AB Testing * Affinity Diagram * Agile Environment * Card Sorting * Competitor Analysis * Clickable Prototype * Design Thinking * Hotjar * Heuristic Evaluation * High-fidelity Prototyping * Information Architecture * Kanban * Product Design * Mood Boards * Quantitative Analysis | * Rapid Prototyping * Responsive Web Design * Site Maps * Story Board * Style Guide * Tree Testing * Usability Testing * User Flow * User Research/ Surveying * UI Design * User Journey * User Persona * Visual Design, Interactive Digital Design * Wire Frames * Web Content Accessibility Guidelines |

# Technical Skills

|  |  |
| --- | --- |
| * Adobe Creative Suite * Adobe Photoshop * Adobe XD/ AEM * CRM Dashboard /Utilities * **Figma** / Sketch * Axure * Teams Apps Collaborations * Webflow * Theming | * Google Analytics * Heat Mapping Platforms * iCreate * Invision * Miro * Power BI Dashboard * WordPress * Windows and MS Office * Token Studio |

# Work Experience

**UX Designer APR 2022 – APR 2024**

**City Of Richmond Hill, Richmond Hill, ON**

**Responsibilities:**

* Collaborated with an agile team to create human-centered design including Product Managers, Engineers, and QA teams to develop and implement user-centered designs that met business requirements and user needs.
* Conducted user research and usability testing with the Qualitative and Quantitative Research approach to gain insights into user behavior, pain points, and preferences and incorporated these findings into design solutions as per WCAG.
* Utilized Jira to developed wireframes, prototypes, and high-fidelity mockups to communicate design concepts and solutions to stakeholders.
* Created design of Payment pages on Customer Portal. Created User Journeys and User Flow to completely understand the user’s pain points and implement changes accordingly. Ensured systems and style guides were consistent and coherent across products and platforms.
* Utilized HTML and CSS to create a visually appealing and user-friendly water bill for customers.
* Contributed to the development and implementation of custom UI for mobile and web design processes and standards to improve design quality and efficiency.
* Develop and implement design solutions that simplify complex processes and information, demonstrating attention to detail and problem-solving skills.
* Mentored and managed junior designers, help them with developing skills and design perspective.

**UX UI Designer JAN 2016 – MARCH 2022**

**AXSOLVE INC., Mississauga, ON**

**Responsibilities:**

* Worked with RBC (Royal Bank of Canada) on re-design their on-boarding process of their customer portal account as per WCAG.
* Designed and delivered custom user-centered interfaces for web and mobile applications that improved user experience and engagement.
* Building high quality responsive user interfaces using modern frameworks and libraries following the design prototypes and mocks developed in Figma and integrating those with multiple APIs for ultimate user experience.
* Conducted user research, usability testing, and user surveys to inform design decisions and validate design solutions.
* Re-designed the existing website updating UI design using HTML and CSS, proper navigation and re-organized information for easy accessibility.
* Developed wireframes, prototypes, and visual designs that met business and user requirements.
* Worked closely with developers to ensure design specifications were accurately implemented.
* Develop custom code for web-based applications, experience Webhooks for mobile, and a custom wrapper for native applications that use responsive web apps.
* Contributed to the development and implementation of design systems and standards to improve design quality and consistency.
* Collaborated with cross-functional teams to ensure timely delivery of design solutions.

**User Experience Researcher FEB 2012 – JAN 2016**

**Insception Lifebank, Mississauga, ON**

**Responsibilities:**

* Involved in all branding, user experience and visual design collaboration with developers to code front end as per WCAG.
* Utilize design tools such as Adobe XD, Sketch, and Figma to create user-friendly and visually appealing interfaces for web applications.
* Utilized HTML, CSS, and basic front-end development principles for developing wireframes, mockups, and prototypes, illustrating design concepts clearly and effectively.
* Participate in design reviews, seeking feedback and contributing to the overall improvement of the design process
* Worked directly with customer to receive user-testing experiences by performing qualitative and quantitative research.
* Utilized Jira and Figma to effectively document design processes, decisions, and guidelines, several tools can be utilized to ensure organization and easy reference

**User Experience Researcher JAN 2010 – FEB 2012**

**American Express, Markham, ON**

* Develop wireframes, mockups, and prototypes, illustrating design concepts clearly and effectively.
* Ensure compliance with accessibility standards, accommodating all users, including those with disabilities, by adhering to UI/UX best practices.
* Conduct user research using methods like surveys and interviews with tools such as User Testing and Hotjar to gather insights into user behavior and preferences across different sectors.
* Perform usability testing to identify areas for improvement, ensuring designs meet user needs and analyzing feedback to refine and enhance designs.
* Work closely with cross-functional teams, including developers, product managers, and marketing, ensuring seamless communication and project alignment.

**Education:**

* UX/UI Design, University of Toronto - Toronto ON – 2020 - 2021
* BSC Marketing & Consumer Behavior, Southeastern University - Washington DC – 1994 - 1998