

Arifa Sayyid, UX Designer
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UX Designer providing tailored solutions to everyday problems. Drawing insight from experience in Marketing and Psychology, I empathize with users to brand and design emotional experiences.

SKILLS

- User Research
- Usability Testing
- Storytelling
- Persona Development
- Prototyping
- User Flows

RELEVANT EXPERIENCE

**UI/UX Designer, Autism Collab
Boston, MA**

Aug 2020- Present

- Provide help in patent research, software development, e-commerce, marketing and website development for the startup.
- Conduct user research through surveys and interviews to better understand the diverse user base.
- Translate user stories and business requirements into effective designs.
- Collaborate with cross functional teams in an agile environment.

**UX Designer, Queen's Web
Cypress, TX**

June 2020 – Present

- Communicate with clients to better understand their business goals and objectives.
- Conduct user research through surveys and interviews.
- Translate user stories and business requirements into effective designs.
- Contribute to the creation of sitemaps, wireframes, prototypes and UI.
- Develop technical and business requirements to deliver intuitive and user-centered solutions.
- Collaborate with cross functional teams in an agile environment.

**UX Researcher, Soliya
New York, NY**

Mar 2020 – Jun 2020

- Conducted user research through interviews and deciphered key trends from survey data to help redesign virtual exchange portal and video conferencing tool.

**UX Design Consultant, Arifasayyid.com
Metro DC Area**

May 2019 – Apr 2020

Redesigned client sites: Can't Imagine Why and FLCAS

- Contributed to full design process of user research, ideation, prototyping, usability testing and iterating designs.

**General Assembly, UX Design Immersive
Metro DC Area**

Dec 2018 - Mar 2019

Completed full-time, 400-hour immersive program. Used a hands-on approach to solving real-world problems with design, including user research, wire-framing, and prototyping.

- **Get Out Travel Application:** Designed a smart phone application through user research to simplify locating points of interests.
- **Sweet Fleet Subscription Box Website:** Designed an e-commerce website through usability testing and competitive analysis.
- **311 DC. Gov Service & Product:** User research and usability testing that led to the redesign of the current application.
- **Kappa Alpha Theta Service & Products:** User research, persona development and comprehensive journey mapping to discover trends in charitable giving that led to service design solutions.

**Volunteer Digital Marketing Coordinator, FLCAS
Metro DC Area**

Jan 2017 – June 2019

- Spearheaded fundraising initiatives that resulted in a 25-fold increase in donations

through charitable contributions over the past year.

- Managed social media pages and built larger audience of 888 Followers on Facebook and 273 Followers on Instagram to promote organizational donation objectives.

Digital Marketing Specialist, Sell Your DMV House Now

May 2016 - Jun 2017

Metro DC Area

- Updated existing website with necessary changes related to photos and content resulting in increased brand awareness.

Marketing Coordinator, MassMutual

Jan 2013 - Apr 2015

Metro DC Area

- Designed website on Emerald Connect and liaison changes with developers as necessary.

Marketing Associate, DRJones & Associates

Aug 2011 - Dec 2013

Metro DC Area

- Established and implemented marketing plan to attract and grow small business Health Insurance client stream by 70%.

EDUCATION

General Assembly, User Experience Design Immersive

Dec 2018 - Mar 2019

Washington D.C.

George Mason University, BS in Marketing & Psychology Minor

Dec 2006 - May 2010

Fairfax, VA