

FATIMA IMRAN

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Product Designer

Over four years of experience specializing in enhancing user interfaces and user experiences across various platforms. Skilled in leading design projects from ideation to execution. Proficient in user testing, prototyping, and collaborating with cross-functional teams to deliver intuitive and accessible digital solutions.

SKILLS

UX / UI Design
Prototyping
UX Research
User Testing
Usability Testing
Wireframing
User-centered Design
Copywriting
Product Development
HTML/CSS

TOOLS

Figma
Sketch
Storybook
Ustesting
Adobe Suite
Invision
Miro

CERTIFICATES

Designing Strategy

IDEO U

Analytics and User Experience

Nielsen Norman Group

VOLUNTEER

Visual Media Coordinator

SFU Human Resources Student Association

Director of Marketing & Social Media

SFU SIAT FROSH

EXPERIENCE

Priceline (Bookings Holdings) — Product Design

March 2022 - Present

- Spearhead redesign of legacy tools, enhancing UI/UX for optimal efficiency, ensuring well-architected, usable, and intuitive experiences for users, leading to a 12% improvement in call handle time, 13.2% increase in First Call Resolution, projected to result in \$4M in annual savings
- Design exploration and execution of self-service options for customers, including guiding AI experiences, leading to CSAT score improved by 400 basis points, and increased user satisfaction.
- Run ideation sessions and workshops to better understand and define product and user needs, as well as garner feedback to continue iterative explorations
- Conduct user research for validating new experiences through user testing or other methods
- Collaborate with cross-functional teams, including PM, Dev, QA, Analytics & Content Strategist to gather and prioritize goals and requirements from disparate stakeholders to deliver assets on time, unblock development and get customer-facing and internal user features shipped
- Utilize and contribute to a well defined and constantly evolving design system

Untangle — UX Research & Design

October 2021 - March 2022

- Conduct research for in-house projects and digital products for clients across an array of industries including research design, stakeholder and competitor analysis, participant recruiting, behavioural interviews, usability testing, prototype testing, usability testing, data collection, analysis and synthesis
- Provide stakeholders with persuasive insights and recommendations
- Quick and impactful iterations of research and design across to deliver assets on time
- Generate assets such as journey maps, user archetypes and mid-fidelity mockups for clients

Neurofit VR — UX/UI Design

October 2021 - December 2021

- Independently designed end-to-end user experience through user research to understand user needs & pain points. Used insights to craft digital interfaces across multiple platforms
- Successfully led visual identity design through process of wire framing to high fidelity mockups to effectively conceptualize web and mobile experience & communicate detailed interaction
- Fostered collaboration across teams by working closely with PM, developers and researchers
- Advocated for accessibility, usability, and inclusive design within the organization

Dropisle — UI/UX Design

January 2021 - April 2021

- Created user-centered designs for Loopreceipt through conducting competitor research, as well as curating creating brand identity, content strategy and fine-tuning copywriting
- Generated wireframes, user interface mockups, design systems, and functional prototypes
- Consulted and facilitated design and product feedback sessions across cross-functional team

Wavefront Centre — User Experience Research Apprenticeship

June 2020

- Conducted Usability Study for WCCA's website using methodologies like open-ended user interviews, think aloud user led tasks and questionnaires
- Interpreted data and provided recommendations for a more satisfactory experience through mockups and data visualization.

EDUCATION

Deans Honour roll

Simon Fraser University — BA, Interactive Arts & Technology, Design Concentration