

# FATIMA IMRAN

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## Product Designer

Driven by the “why” of things, I find joy in the design process which is rooted in meaningful collaboration, in-depth research and inclusivity.

## SKILLS

Experience Design  
Interface Design  
Wireframing  
Prototyping  
Copywriting  
UX Research  
User Testing  
HTML/CSS

## TOOLS

Figma  
Sketch  
Adobe Suite  
Invision  
Miro

## CERTIFICATES

**Designing Strategy**  
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**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 — *Product Design*

March 2022 - Present

- Lead design in migration of legacy internal tool to a new platform, ensuring well-architected, usable, and intuitive experiences for users, as well as design exploration and execution of self-service options for customers, including guiding AI experiences
- Run ideation sessions and workshops to better understand and define product and user needs, as well as garner feedback to continue iterative explorations
- Partner with user research to lead user testing and other qualitative methods to ensure validity of new experiences
- 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*