Yusra Iqbal

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UX/UI designer with a background in architecture. Certificate in UX/UI at UC Berkeley with skills in Visual Prototyping & Wireframing, Usability Testing, User Interface Development, User-Centric Design Research in a cross-functional environment. Strengths lie in defining and executing design strategy built on a deep understanding of both user and business needs with a proficiency in delivering user experiences across desktop, mobile and other channels.

Technical Skills

Research Analysis, Information Architecture, User Research and Strategy, Atomic Design, User Interface Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Sprint Planning, Typography, Accessibility, Iconography, Storyboarding, Journey Mapping, Decision Flow Diagrams, A/B Testing, Persona Creation, Survey Design, Project Management, Responsive Web Design, Wireframing & Prototyping.
Applications: Figma, Miro, Invision, Trello, Adobe XD, Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Sketch, Bootstrap, Microsoft Office Suite, Asana, Quip, Slack

Projects

UX Design Project | Design System - Reusable UI Components and Guidelines
UX Design Project | Demos - Organizing Demos
UX Design Project | Bridge - Helping Immigrants Connect

Work Experience

Salesforce | Senior UX/UI Designer   Feb 2022 - July 2023
UX Research
- Fostered collaboration and design consistency with a user-centric approach improving success rate by 67%
- Conducted research on multi-phased projects to identify opportunities, scope of project, research methodologies, KPI's, data collection and statistical analysis followed by usability testing to capture target user feedback
- Organized and curated multiple design sprints with stakeholders including product owners, project managers, designers, developers and strategists

- Synthesized research findings into practical and impactful insights from interviews, focus groups, card sorting activities and competitive analysis which were incorporated in design resulting in 46% success rate
- Designed various decks to present actionable outputs and recommendations to a vast set of internal and external stakeholders and leaders across the organization

UI Design
- Documented and maintained 33 design system reusable UI components and guidelines through cross team collaboration to ensure efficiency, consistency and scalability
- Initiated the implementation of accessibility guidelines improving results by 20%
- Designed various user flows, low to high fidelity wireframes and clickable prototypes
- Facilitated development process by consistent communication and guidance to developers through meetings and tools such as Slack, Asana and Figma
- Mentored junior and fellow team members by offering support through leveraging my strengths helping others grow and set up for success

Zaaman Art | Lead Designer   April 2020 - May 2021
- Led design brainstorming sessions with core team to create wireframes, flow diagrams and hi-fidelity prototypes
- Initiated A/B testing to redesign a responsive website gaining response-rate by 21%
- Developed interactive strategies which led to an overall increase of 44% in response on social media page

Niazi Goods | Operations Manager   May 2019 - March 2020
- Monitored, synthesized, and analyzed organizational processes to improve efficiency by 30%
- Accelerated sales by 21% after automating company's load dispatching procedure
- Compiled a personalized schedule matrix to boost production by 40% success rate

DB Studios | Junior Architect   Jan 2018 - Feb 2019
- Produced 47 scale drawings of planned developments using design software
- Established 36 construction document sets and applied standard architectural techniques on demanding deadlines

Naeem Pasha Architects | Architectural Internship   June 2017 - August 2017
Marvi Mazhar & Associates | Architectural Internship   June 2015 - July 2015

Education

Certificate, UX/UI | University of California, Berkeley   2021

Bachelor of Architecture | National College of Arts, Lahore   2018