

Summayya Tariq

UX Designer

UX/UI Designer who is passionate about solving problems and designing user friendly experiences across all ages.

Experience

Teaching Assistant (UX/UI) Sept 2022 – Present
University of Toronto

- Collaborated with faculty staff to ensure content and methods of delivery met learning objectives of courses on UX/UI Research, Interface Design and Web Development.
- Planned and facilitated structured online workshops for class sizes of 60+ students to deliver lectures on topics like Web Design, User Journey Maps, Heuristic Evaluations and qualitative and quantitative research strategies used in User experience & Interface design.

UX Designer & Sales Consultant Apr 2021 – Mar 2023
Stickeryou Inc.

- Collaborated cross functionally with the design team, internal and external stakeholders to gather data from customer surveys to analyze user experience and prepared strategic recommendations to optimize workflows and user journeys.
- Curated customer surveys, conducted interviews and evaluated feedback to enhance user experience by improvising web interface which led to an increase customer conversion rate by 30%
- Designed low-fi wire frames and high-fi mock up prototypes and material design systems (Android) for Stickeryou by leveraging Figma, a tool used for designing & prototypes.
- Led research and design initiatives to conceptualize user-centric products and features and worked with the developer and marketing team to execute growth strategies.

Graphic Designer & Operations Manager Jul 2020 – April 2021
UPS Store

- Displayed strong leadership skills by independently managing store operations and leading a team five individuals to service client needs.
- Created and designed marketing material for clients in different industries while ensuring superior customer services which led to an increase in customer retention and increase sales by 15%

Contact

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- 📍 Toronto, Ontario

Education

Certificate, UX/UI
University of Toronto, Ontario

Bachelor of Arts, Fine Arts
York University

Skills

Software

- Adobe Creative Cloud
- Figma & Figjam
- Adobe XD
- Sketch
- HTML/CSS

Soft Skills

- Creative
- Problem-Solving
- Analytical
- Communication
- Adaptability
- Critical thinking
- Leadership
- Time Management

Design

- Organized & detail oriented
- UX Research & writing
- Qualitative & quantitative Research
- Wireframing & Prototyping
- Affinity Diagramming
- Information Architecture & Sitemaps
- Design Thinking
- Low & Hi Fidelity Wireframes