

AMNAH JAWAID

UX / UI Designer

Email. hello@amnahjawaaid.com
Website. www.amnahjawaaid.com
Mob. (+92) 340 000 8861

Location. Rawalpindi, Pakistan.
Birth. 30th Dec. 1986
Nationality. Pakistani



AREAS OF EXPERTISE

User Research:

Ideation Sessions
Interviews
Surveys
Task Models
Card Sorting
Ethnographic Research

Solution Design:

Solution Design Sessions
Personas
User Journeys
Storyboards
Sketching
Wireframing
Interactive Prototypes
Affinity Diagrams
Persuasion Design (PET)
Colour Theory

Usability Testing:

Tree Testing
A/B Testing
Gurrilla User Testing
Focus Groups
Lab Testing



ABOUT ME

I am a dynamic and creative UX / UI designer with 9 years of experience in working with international organizations and companies in a fast-paced collaborative environment. As a hands-on individual who isn't afraid of a pen and paper, I work through the full UX lifecycle from research to design and testing, utilizing all elements of a user centered design process to create innovative cross platform experiences.



WORK EXPERIENCE (9 YEARS)

- UX / UI Designer / 2013 - Current

IBM - IBM Pakistan's sole UX / UI Designer working to research, plan and design engaging user experiences and to develop UX processes for IBM's digital solutions.

- Project Manager / 2009 - 2013

Web3Solutions - Tracking all phases of the web-design project lifecycle, from developing project plans to monitoring milestone till project completion.

- Graphic & Web Designer / 2006 - 2007

Cyberjee Systems Inc. - Designing graphics, print collateral, websites and interactive marketing materials.



EDUCATION

- Masters in Technology Management / 2009 - 2011

Staffordshire University, UK - Critical thinking skills to analyze key business issues and develop creative solutions to business and technology challenges.

- Bachelors in Computer Arts / 2004 - 2008

Fatima Jinnah Women University, Pakistan - Studio based program encompassing graphics and visual design, print media, web, audio and video production, animation and photography.

- Intermediate in Computer Science / 2002 - 2004

Askari College, Pakistan - Studies related to the principles of computational science, computer hardware design, programming and software applications.



PROJECTS IN IBM

- UX Designer / United Bank Limited (UBL), Pakistan

Carried out user research through interviews and surveys of UBL's banking staff and customers. Identified personas, designed empathy maps and user journeys to enhance the functionality, usability and the experience of key audiences. Converted the gathered raw data to Murals. Sketched wireframes and developed them in to clickable prototypes. Conducted usability testing through guerilla testing, A/B split testing and focus groups. Designed, built, and tested iterated high-fidelity prototypes for the MVP and supported the final design implementation with the development team.

- UX/UI Designer / Cleveland Clinic, Abu Dhabi

Application of IBM Design Thinking as a UX/UI Designer, working on the clinic's website on SharePoint Portal Server. Designed complex cutting-edge interfaces, widgets and graphics for web and mobile applications. Worked simultaneously on multiple tasks while dealing with changing priorities; always maintained a strong sense of accountability and ability to meet deadlines.

www.clevelandclinicabudhabi.ae

- UX/UI Designer / Better Change Agile

Heavily involved in every step of the application's framework and design life-cycle. Responsible for creating sketch, wireframe, click-throughs, prototype and visual mockups which were further developed into compelling front-end interfaces using Eclipse tool. Closely managed a team of developers to translate the front-end interfaces into a fully functional data-driven web application.

<https://betterchangeagile.eu-gb.mybluemix.net>

- WebSphere Portal Designer / Al-Hilal Bank, UAE

Tasked to design and develop the Internal Banking Portal for Al-Hilal Bank UAE using IBM's WebSphere Portal Server. Designed interfaces, drag and drop widgets, multiple master layouts and CSS themes and stylings inside the WebSphere Portal environment for the banking users to easily and automatically generate UI and CSS styles without needing to write their own code.

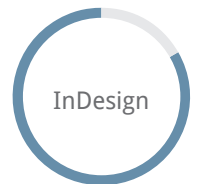
- UX/UI Designer / Hardware Software CMS, IBM USA

Complete 360 degree UI redesign of Hardware Software CMS Application, from wireframes and prototypes to a fully functional web application. Designed and developed interfaces and widgets focusing on usability, clean design, cross-platform compatibility and improved performance utilizing HTML5 & CSS3.

- Business Analyst / Hardware Software CMS, IBM USA

Reviewed proposed product designs, primarily functionality, workflows, use cases, business rules, visual design and user interface specifications for IBM internal and client facing apps. Was responsible for presentation pitches to clients and building the design portion of proposals, including estimating effort and resources requirements. Responsible to drive UX education and culture across the organization.

Software Skills



- Support Lead / Hardware Software CMS, IBM USA

Systems Support Manager responsible for providing IT support to end-users of all IBM global regions. Activities included user communication, logging of support tickets, initial troubleshooting of I.T. problems and resolving them at a higher level. Responsible for ensuring effective and efficient communication between the team and project stakeholders.

- Quality Assurance and Testing / Hardware Software CMS, IBM USA

Design and executive test plans on the application. Record and document results and compare to expected results. Detect software/application failures so that defects may be discovered and corrected. Generate historical analysis of test results and document anomalies and issues. Maintain the application off errors and defects.



INTERNSHIP

- Visual Art & Design / JUN 2006 - AUG 2006

Orient McCann Erickson, Islamabad, Pakistan - A leading global marketing firm providing today's marketers with best-in-class strategic and creative advertising services.



AWARDS & ACHIEVEMENTS

- PITB Plan9 Batch-7 Finalist Entrepreneur
- Startup Weekend Islamabad Top 5 Entrepreneur Award 2014
- Best Video Editing Award by Rafi Peer Theatre in 7th Youth Performing Arts Festival 2008
- 2nd Prize for Best Video, Fatima Jinnah University Video Competition 2008



REFERENCES

- Masood Asghar Shah

Associate Partner
Country Leader, Global Business Services
IBM Pakistan

Address. 2nd Floor, Savoy Arcade, F-11 Markaz,
Hillal Rd, Islamabad, Pakistan
Phone. +92 340 00 00 007
Email. masood@pk.ibm.com

Interests



Entrepreneurship



Sports



Travel



Camping