

Naveed Khan

Innovative product designer with over 6 years of experience

Employment

Lead UX Designer and Researcher

May 2023 - Nov 2023

Biomiq - Full Time - Remote (Canada)

- Revitalized and restructured legacy e-commerce site, increasing sales by 20% and optimizing checkout process.
- Led various digital projects, offering guidance on design enhancements and staying abreast of industry trends.
- Contributed to design system maintenance, ensuring optimal user experiences through user research and design

UX Designer and Researcher

Jan 2023 - May 2023

Rogers Telecommunications - Contract Full Time - Remote (Canada)

- Conducted comprehensive user research, user tests, journey maps and many other research methods.
- Designed information architecture for a user-centered approach.
- Collaborated, providing technical and creative advice on design concepts, production tools, and techniques.
- Engaged with stakeholders, professors, and industry professionals for continuous evaluation and refinement, ensuring an optimal user experience.

UX/UI Designer

Sept 2021 - Jan 2022

Royal Society of Arts - Contract Full Time - Remote (USA)

- Shape project goals with high-level design direction, incorporating roadmap goals.
- Deliver impactful solutions beyond the current product area, ensuring a consistent user experience.
- Mentor design teams, contribute to research best practices, and advocate UX processes across stakeholder touchpoints.

Freelance UX Designer

Sept 2017 - Current

Self Employed - Contract - Remote (USA)

- Partnered on a diverse range of projects to boost sales and user retentions across diverse business solutions.
- Prioritized crafting an intuitive UI, integrating comprehensive user research.
- Executed with dedication, effectively tackling business complexities and needs.

Education

University of Waterloo Stratford School of Interaction Design and Business

Sep 2019 – May 2023

Bachelor's Global Business and Digital Arts

UX/UI Major - 16 months of Co-op Experience - 3.9/4.0 GPA

Skills

Software: Figma, Adobe Suite, XD, Photoshop, Illustrator, Premiere, Lightroom, After Effects, Animate, WordPress, HTML/CSS, JavaScript, Blender, Slack, Notion, Asana

User Research and Analysis: Deep card sorting, holistic diary studies, A/B testing, comprehensive field studies, in depth user Interviews, in depth surveys, compressive user research, information architecture, holistic user personas, efficient user flows

Design and Prototyping: Wireframing , interactive prototyping, interaction design, responsive design, maintaining design systems

Collaboration and Strategy: Cross-functional collaboration, multi- staged rollout, post rollout analytics, brand adherence