

Mustafa Aminalhaq

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EXPERIENCE

- Xerox** March 2023 – Present
User Experience Designer • Contract
- Guiding the user experience design for Xerox’s managed-print services, unifying 9 different products across multiple platforms, including web, tablet, and mobile, which serve 1.2 million users worldwide.
 - Leading the first accessible design documentations to comply with the new \$164 million contract set by the United States Department of Agriculture (USDA) to assist Xerox in innovating in the printer market.
 - Providing ongoing support to developers, ensuring the seamless implementation of designs and maintaining alignment with user-centric principles, reducing development time by 20%.
 - Managing cross-functional discussions with system engineers, developers, and graphic designers, to influence design decisions and UX strategy for Xerox’s products, beyond visual design implementation.
 - Defining new efficient workflows and pipelines using Azure DevOps, allowing for automated user flows, usability testing, and debugging, resulting in a 33% increase in production efficiency.
 - Detailing agile software development documents for our offshore development team, including specifications, visual designs, and behaviors for 5 primary print features.
- Right Meow Rescue** February 2022 – March 2023
User Interface Designer • Freelance
- Increased user base by 200% across various social media channels by increasing engagement in content and completing a schedule for content delivery.
 - Managed the organization's website to maintain consistent information and better the information architecture, which helped users find pets and details up to 13% faster.
 - Established the brand identity by delivering assets, images, colors, and design guidelines to help the non-profit organization scale to new markets.
- Aon (merged with CoverWallet in 2020)** January 2021 – February 2023
Account Specialist
- Piloted a new program for the Small Commercial team that focused on improved process flow, training 20+ team members on our new B2B SaaS platform while managing 250+ client accounts, totaling \$3 million in premium.
- CoverWallet, an Aon Company**
Customer Service Manager March 2020 – January 2021
Sales Development Representative August 2019 – March 2020

CAREER GROWTH

- Mentoring** March 2025
Mentoring new, transitioning, and junior designers by providing guidance, answering questions, and helping in their UX growth.
- Google** May 2024
Featured on “Grow with Google”
- LUMA Institute** April 2023
Design Thinking Training

EDUCATION

- Google User Experience Design Program**
Coursera • All 7 Courses
- State University of New York at Geneseo**
Bachelor of Science in Biology • Minor in Psychology

TOOLS

Figma • Sketch • Framer • Axure RP 11 • Azure DevOps • Jira • macOS • iOS • Android • Salesforce • HTML • CSS • JS