Mustafa Aminalhaq

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EXPERIENCE

Xerox   March 2023 - Present

User Experience Designer
- Guiding the user experience design decisions for Xerox's managed-print services, unifying 9 different platforms across macOS, Windows, iOS and Android to serve 1.2M users.
- Detailing software development documents for our offshore development team, including specifications, visual designs, and behaviors for 5 primary print features.
- Providing ongoing support to developers, ensuring the seamless implementation of design concepts and maintaining alignment with user-centric principles, reducing development time by 20%.
- Participating in cross-functional discussions with system engineers, developers, and graphic designers, influencing design decisions and UX strategy for Xerox's products, beyond visual design implementation.
- Defining new efficient workflows encompassing user flows, prototypes, usability testing and robust information architectures, resulting in a 33% increase in user efficiency.

Right Meow Rescue   February 2022 - March 2023

UI Designer • Freelance
- Increased user base by 200% across various social media channels and managed the organization's website to maintain consistent information.
- Established the brand identity by delivering assets, images, colors, and design guidelines to help the non-profit organization scale to new markets.

AON Risk Services   January 2021 - February 2023

Account Specialist
- Piloted the Small Commercial process flow by training 20+ team members on our B2B SaaS platform.
- Managed 250+ client accounts, ensuring accuracy and efficiency in handling $3M+ in premiums.

CoverWallet

Customer Service Manager   March 2020 - January 2021
Sales Development Representative   August 2019 - March 2020

ACCOMPLISHMENTS

Google   May 2024
Featured on "Grow with Google"

LUMA Institute   April 2023
Design Thinking Training

EDUCATION

Google User Experience Design Program
Coursera • Courses 1 - 7

State University of New York at Geneseo
Bachelor of Science in Biology • Minor in Psychology

Webster University of Geneva, Switzerland
Study Abroad Program • Research Methods, User Interface Design

TOOLS

Figma • Sketch • Framer • Axure RP 10 • HTML • CSS • Javascript • macOS • Windows • iOS • Android • Salesforce