

Heena Fozdar

UX Designer | UX Researcher

EXPERIENCE

User Experience Designer

Burberry, 11 months

- Led website navigation redesign, increasing mobile menu usage by 22%
- Conducted stakeholder interviews and synthesized business goals with customer insights, ensuring designs met both user and business needs
- Conducted mixed-method research, combining qualitative (usability testing) and quantitative (data analytics) techniques to inform design decisions
- Created interactive prototypes to test and communicate design concepts with product and engineering teams, fostering collaboration and streamlining product delivery
- Recognized as a Global ContentSquare Champion and a top-performing team member at Burberry

Regional Visual Merchandiser/Customer Experience Designer

HugoBoss, 4 years

- Managed product presentation in 30+ stores, ensuring brand consistency and creativity
- Boosted flagship store sales by 40% in FY19 through effective product storytelling
- Developed data-driven strategies from market research and sales analytics, improving in-store experiences and boosting sales
- Collaborated cross-functionally with retail teams to optimize inventory and product presentation, similar to designing end-to-end workflows
- Recognized by VP for window and in-store presentation excellence at flagship location

Project Supervisor, Marketing

Hudson's Bay Company, 1 year

- Assessed marketing initiatives and recommended realistic project scopes, improving stakeholder communication and meeting deadlines
- Created and unified processes for consistent touchpoints, ensuring alignment across teams, similar to maintaining a cohesive design system
- Partnered with diverse stakeholders, improving collaboration and enabling seamless project execution, showcasing adaptability and stakeholder engagement

National Visual Merchandiser/Marketing Coordinator

Pentland Brands (Lacoste), 3 years 6 months

Sales & Marketing Associate - 2011 - 2013, Sales & Marketing Intern - 2010 - 2011

- Promoted twice within 3.5 years for exceptional performance
- Designed Canada's first Visual Standards Guide, ensuring alignment across regions and scalable standards for broader use, which was later adopted by our USA team
- Supported wholesale goals by upholding visual brand standards and identifying market-specific sales opportunities
- Partnered with senior leaders to develop and execute regional strategies, driving a 300% increase in business over two years
- Led efforts in storytelling and user-centered merchandising, aligning with inclusive and impactful design principles

CONTACT

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ABOUT

I'm a UX Designer and Researcher with a background in Project Management, skilled at solving complex problems and adapting to fast-paced, dynamic environments. I balance user needs with business goals, foster stakeholder alignment, and confidently advocate for impactful solutions.

Collaboration and data-driven insights drive my design process. I proactively identify opportunities, drive meaningful change, and ensure every solution delivers value. Passionate about growth and continuous learning, I thrive in teams that prioritize innovation, inclusivity, and user-first design.

SKILLS

UX Research, Usability Testing, User Interviews, Information Architecture, Wireframing, Prototyping, Stakeholder Collaboration, User Journey Mapping, Data Analysis, Competitor Analysis

TOOLS

Figma, Framer, UserTesting, Miro, Google Analytics, ContentSquare, Notion, Jira, Asana

EDUCATION

UX/UI Design Certificate

CareerFoundry,
2021 - 2022

Fashion Business - Honours

Humber College Institute of
Technology & Advanced Learning,
2009 - 2011