

Mustafa Aminalhaq

mustafa.aminalhaq@yahoo.com • www.linkedin.com/in/aminalhaq • www.aminalhaq.com

EXPERIENCE

Xerox March 2023 – Present
User Experience Designer

- 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.
- 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 designs 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
User Interface Designer

- 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 Risk Services 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 B2B SaaS platform.
- Managed over 250 client accounts, totalling \$3 million in total premium, ensuring accuracy and efficiency on policy endorsements, billing, and documentation.

CoverWallet, an Aon Company
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 • All 7 Courses

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