IQRA IQBAL

UX / UI Designer

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SKILLS

Design and Prototyping Tools

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Figma
- Sketch
- Zeplin

User Research and Analysis

- Analysing Google and Web Analytics
- Competitor Analysis
- Prototyping
- Storyboarding
- Surveys
- User Interviews
- User Journey Mapping

Design Principles & Patterns

- Cross-platform Design
- Information Architecture
- Interaction Design Patterns
- Visual Design Principles

Usability Testing

- A/B Testing
- Cognitive Walkthrough
- Heuristic Evaluation

Development

- CSS
- HTML
- JavaScript
- Java
- SQL
- Android Studio (Java)
- XCode (Swift)
- Mobile App Architecture
- Producing and executing test scripts

Agile and Collaboration Tools

- Proficient in agile software tools
- Stakeholder engagement and presentations
- Experienced in leading and collaborating across teams

Other

- Trilingual in English, Punjabi, Urdu

HOBBIES

- Photography
- Organising / volunteering with charity and community projects
- Hiking and going for walks

SUMMARY

I am a dependable and creative individual with the skills and enthusiasm to make a positive impact.
As a UX designer, my aspiration is to be enriched within an environment where I am constantly improving myself professionally and personally, while making meaningful contributions to the world of design.

WORK HISTORY

UX Designer at Yodel
04/2022 to Current

- Promoted from Junior to UX Designer within 11 months
- Optimised Yodel's design processes by introducing a design system and 'Design Review' step
- Independently lead complex design projects
- Redesigned email templates and surveys, **increasing engagement by 65%.**
- Created a UX newsletter for IT team updates.

Freelance UI/UX Designer at Sawa
05/2023 to Current

- Rebranded and introduced design system for visual cohesion
- Conducted user research interviews and usability tests for insights
- Implemented growth opportunities from analytics

Project Leader / Advisor at Human Appeal, UK
02/2021 to 05/2022

- Consistently exceeded expectations, advancing to managing 2 teams
- Efficiently supported my team in processing **£1.4 million in 4 months (Jan 2022 - Apr 2022)**
- Facilitated team development through interviews, training, and workshops.

Junior Software Developer at Aucoda, UK
02/2020 to 10/2020

- Mastered 'Au' language in 2 weeks
- Engaged in full-stack projects with stakeholders, creating feature scripts, and aiding knowledge transfer to newcomers.

App Tester at Manchester Metropolitan University, UK
12/2017 to 07/2019

- Evaluated app efficiency through controlled tests and suggested UX improvements to developers

EDUCATION

Distinction MSc in UX Design
09/2020 - 09/2021
University of Central Lancashire

First Class BSc in Software Engineering
09/2016 - 06/2019
Manchester Metropolitan University

A-Levels - Photography, Psychology and Biology
09/2014 - 06/2016
Xaverian Sixth Form College

GCSE's - A* - B
09/2009 - 06/2014
Abraham Moss High School