

Sana Fatima

Product Designer |  [sanafatimaportfolio](#) |  designbysanajobs@gmail.com |  [LinkedIn](#) |  San Francisco, CA

EXPERIENCE

Co-founder + Design Lead / Tangiball

Jan 2024 - Present

- Spearheaded the design and development of a novel spatial 3D finance and budgeting app utilizing Apple Vision Pro, **attracting +500 users** in less than 2 months.
- Developed and integrated **10+ 3D models**, laying the foundation for a visually engaging and interactive financial management app.
- Partnered with co-founder to **successfully launch a minimum viable product (MVP)** of the 3D finance app, for initial user testing and feedback.

Product Designer (Contract) / ChopDawg

July 2023 to Present

- Designed a high-fidelity marketing website and **50+ user-friendly admin screens** to conceptualize a virtual showcase.
- Created low-fidelity wireframes and high-fidelity prototypes for the Medications for Opioid Use Disorder Program at the University of San Diego.
- Collaborating directly with clients from various fields, project managers, and other designers to achieve exceptional user experiences for both users and clients.
- Preparing user research and client interviews for a variety of contract based opportunities.
- Collaborating with developers to optimize designs for performance and responsiveness, ensuring a seamless user experience across devices.

Product Designer (Contract) / Sizzle

May 2023 to November 2023

- Established the foundational design system for a mobile app used by dietitians to track client progress, **encompassing 10+ core UI components and user interaction patterns**.
- Conducted **user interviews with 8+ dietitians** and participated in user testing sessions, **leading to 10+ actionable design improvements** for the app's tools.

Product Designer / Xillion

Seattle | Jul 2022 - Jan 2023

- Improved and designed **5 out of 7** cornerstone Fintech products by leading an end to end process consisting of conducting a heuristic evaluation, customer interviews and design critiques with company stakeholders.
- Collaborated with Engineering and Design team in conceptualizing and implementing a fully responsive and consistent design system throughout the platform focused on producing a gamified customer intake user experience which increased customer product satisfaction by **52%**.
- Created lo-fi designs and design architecture while working with Engineering team to efficiently ship **2** core products. Designed **4+** marketing pages and social media content, increasing overall social media presence and customer conversion rate by **25%**.

Product Designer / ThrillX Design Agency

Toronto | May 2022 - Jul 2022

DESIGN SKILLS + TOOLS

UX/UI Design Design Systems
Wireframing User Experience
Motion Design Ideation
Illustration & Graphics User Task Flows
Heuristic Evaluation Wix + Editor X
Rapid Prototyping Copy Writing
Responsive Web Design

NON - PROFIT WORK

UX/UI Consultant + Youth Mentor / Her Idea

June 2022 to Present

- Designed a user-friendly website through focus on user experience and optimization efforts.
- Mentoring high school students in design thinking, empowering them to develop impactful projects for annual project showcase gala.
- Guided a mentee's design thinking journey, resulting in a competitive **+\$5,000 grant for their project**.
- Working with founder to design and develop a mentoring app.

GRAPHICS WORK

Marketing + Graphic Designer / Trigo Inc

March 2024 to Present

- Creating comprehensive marketing materials for a rental verification company, including **social media graphics, email campaigns, internal marketing assets, and a user-friendly website**.
- Developed a cohesive visual identity for the company conference by designing a **high-quality print poster banner and table skirt** that aligned seamlessly with brand guidelines.
- Partnered closely with the company founder to identify key user needs and **deliver 5+ high-quality design solutions per week**, driving growth and customer engagement.

EDUCATION

University of Washington | 2022

Major: Interactive Media Design

Minor: Visual Media Arts

Dean's List - Multiple quarters (4+)