

NARMEEN DURRANI

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PROFESSIONAL SUMMARY

Experienced UX Designer and Researcher with a Master's degree in User-Centered Design. Skilled in conducting user research, analyzing data, and creating intuitive user experiences. Proven ability to translate complex data into actionable insights. Dedicated to designing accessible products that adhere to WCAG guidelines.

EDUCATION

Brandeis University | Online Graduated Dec 2024
Master of Science, User-Centered Design | GPA: 3.9

University at Buffalo | Amherst, NY Graduated May 2021
Bachelor of Arts, Psychology

SKILLS

Tools: Figma, Miro, Adobe Creative Suite, Axure RP, InVision, Mural, WAVE, Balsamiq, HTML, Microsoft Office
Design: Wireframing, Prototyping, Responsive Web Design, Product Design, Information Architecture, Journey Maps
Research: Usability Testing, User Interviews, Surveys, Competitive Analysis, Heuristic Evaluation, Cart Sorting

WORK EXPERIENCE

Apex Innovation Technologies | Buffalo, NY Mar 2023 – Sep 2023
UI/UX Designer

- Created wireframes, prototypes, and user flows in Figma to convey design concepts to stakeholders and developers.
- Collaborated with cross-functional teams using Agile to ensure design alignment with business requirements.
- Designed websites for Apex Innovation Technologies and Myz Lax 716.

Independent Health | Williamsville, NY Jun 2020 – Jun 2022
Enterprise Quality Assurance Analyst

- Utilized Siebel CRM, Healthnet, and HealthRules databases for data validation and testing support.
- Ran integration, regression, and user acceptance tests to ensure quality user experience.
- Tested web and mobile (Android/iOS) UI and documented defects in ALM.

PROJECTS

WheelMe | *AI-powered wheelchair assistance app for airports* Oct 2024 - Dec 2024

- Designed an app for automated airport wheelchair assistance, featuring real-time tracking, detour options, and easy-to-use interfaces for users with mobility impairments.
- Led comprehensive user research, including 3 user interviews, a survey, competitor analysis, and persona development, to identify key pain points and inform design decisions.
- Produced wireframes and high-fidelity prototypes, and conducted 2 rounds of usability tests.

EmpowHer | *Personalized fitness app for women* Apr 2024 - Jun 2024

- Designed a UX case study for a women's fitness app with menstrual cycle tracking and personalized workouts.
- Conducted user interviews, developed personas, storyboards, and scenario maps.
- Created paper prototype, low-fidelity, and high-fidelity prototypes, and facilitated 3 rounds of usability testing.

Garment Goodbyes | *Clothing disposal user research study* Jan 2024 - Mar 2024

- Explored young adults' clothing disposal habits through a survey and 3 user interviews.
- Developed personas, journey maps, and storyboards to illustrate user behaviors and pain points.
- Led a remote design session (via Zoom) to develop the UX for a sustainable clothing disposal app, including user flows, affinity mapping, and wireframing.

CERTIFICATION

Google UX Design Professional Certification Completed Jun 2023

- Completion of a comprehensive program comprising 7 courses has provided a strong foundation in practical skills such as user research, prototyping, usability testing, accessibility guidelines, and more. These skills empower the creation of inclusive and accessible user-centered designs adhering to industry standards and best practices.