Arshad Siraj

Edinburgh, UK (Open to relocation)

📧 hello.arshadsiraj@gmail.com | 📞 07384209798

🔗 [Portfolio](#) | [LinkedIn](#)

Professional Summary

User Experience Designer with hands-on experience in research, prototyping, and user-centred design. Passionate about solving complex problems through design and improving digital experiences. Currently volunteering with **Scottish Tech Army**, working on real-world UX challenges. Adept at working in Agile environments and collaborating with multidisciplinary teams to create user-focused solutions.

Experience

Volunteer UX Designer

Scottish Tech Army, Scotland | August 2024 - Present

Research & Design

- Conducted **user research** via interviews and surveys, translating insights into actionable design improvements.
- Designed **low- and high-fidelity prototypes in Figma**, improving user flow by **30%** based on testing feedback.
- Worked in an **Agile environment**, iterating on designs based on continuous stakeholder and user feedback.

Collaboration & Presentation

- Facilitated **workshops with stakeholders** to define project objectives, user personas, and journey maps.
- Presented design concepts to cross-functional teams, ensuring alignment with business and user needs.

Junior UX/UI Designer (Graphics Focus)

First Logic, Kerala, India | 2021-2022

- Designed engaging **social media graphics and digital marketing assets**, maintaining brand consistency across platforms.
- Created **UI elements and layouts** for digital campaigns, applying UX principles to improve engagement.
- Collaborated with developers and marketing teams to enhance visual storytelling through design.

Education

MSc in User Experience Design

Edinburgh Napier University, UK | 2023-2024

- Developed expertise in **interaction design, usability testing, and user research methodologies.**

- Published a dissertation on **social media usage and user behaviour among young adults (18–26).**
- Led a **service design project**, applying UX principles to improve a digital experience for users.

BA in Multimedia

Calicut University, India | 2017-2020

- Studied **UX design, digital media production, and visual communication.**
- Served as **Project Lead** for an inter-college media fest, attracting industry professionals and students.
- Active member of the **National Service Scheme (NSS)**, contributing to social initiatives and leadership activities.

Skills

UX Research & Design

User Interviews, Personas, Wire-framing, Prototyping, Usability Testing, User Journeys, Accessibility Design (WCAG)

Tools & Technologies

Figma, Adobe XD, Miro, Notion, Jira, Slack

Methodologies

Design Thinking, Agile UX, Service Design, Lean UX

Projects & Certifications

- Project Lead (University Service Design Project, 2024) – Designed a user-centred service solution as part of a multidisciplinary team.
- Google UX Design Professional Certificate (In Progress) – Developing advanced skills in UX research, wire-framing, and prototyping.

Additional Information

- Open to relocation across the UK & hybrid work opportunities.
- Passionate about accessibility, inclusivity, and human-centred design.
- Available for interviews immediately.