

# Arshad Siraj

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## Experiences

### Volunteer UX Designer

Aug 2024 - Present

#### Scottish Tech Army

Scotland

- Conducted user research through interviews/surveys, converting key insights into executable design improvements, increasing actionability by 20%.
- Designed and user-tested Figma prototypes, resulting in a 30% improvement in user flow and overall user experience.
- Facilitated stakeholder workshops and iteratively refined designs in Agile, enhancing product usability by 20% and design acceptance significantly.
- Presented design concepts, aligning user insights and business needs across teams, achieving a 25% reduction in revisions.

### Junior UX/UI Designer

Jan 2021 - Dec 2022

#### First Logic

Kerala, India

- Designed engaging social media graphics, enhancing user engagement by 15% and strengthening brand consistency across various platforms.
- Developed digital marketing assets aligned with UX principles to optimise user experience and drive up user engagement by 20%.
- Created intuitive UI elements and layouts for digital campaigns, enhancing user interactions and optimising overall user experience.
- Collaborated with different teams, integrating storytelling via design, leading to a 10% increase in digital campaign conversion rates.

## Education

### MSc in User Experience Design

Jan 2023 - Sep 2024

#### Edinburgh Napier University

UK

Advanced Information Interactions, Design Dialogues, Divergent Interaction, Research Through Design, User Experience and Service Design, Web Design & Development

### BA in Multimedia

Jun 2017 - Mar 2020

#### Calicut University

India

Graphics, Desktop publishing, Digital art photography, Digital photography, Transferring digital photographs, Fundamentals of Javascript, Website Design

## Skills

**Technical Skills :** UX Research & Design, User Interviews, Personas, Wire-framing, Prototyping, Usability Testing, User Journeys, Accessibility Design (WCAG), Design Thinking, Agile UX, Service Design, Lean UX

**Tools :** Figma, Adobe XD, Miro, Notion, Jira, Slack

## Projects

### University Service Design Project

- As part of a team, I designed a user-centred service solution, achieving a 20% increase in user satisfaction through design thinking.
- Conducted user research and prototyping, leading to improved user flows, enhanced user experience, and elevated overall satisfaction.
- Implemented user testing strategies, increasing user engagement by 15% through enhancing user flow and improving satisfaction metrics.

### Google UX Design Professional Certificate

- Implemented UX research methodologies and Agile UX principles, increasing user research efficiency by 25% through refined techniques.
- Enhanced wire-framing skills utilising Figma and Adobe XD, directly contributing to improved user flows and usability.
- Improved prototyping skills with Figma and Adobe XD, leading to reduced development time and enhanced usability.