

Fatema Nadeem

UX/UI Multidisciplinary Designer

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Profile

Multidisciplinary Designer with 3+ years of experience delivering end-to-end UX and UI design across consumer applications, AI-native products, enterprise platforms, and spatial computing. Skilled in visual design craft, interaction design, high-fidelity prototyping, and user-centred design process. Experienced collaborating with cross-functional teams including engineers, product managers, and researchers to translate business requirements into intuitive interaction flows and compelling visual experiences.

Core Skills

UX & Research: User Research · Usability Testing · Heuristic Evaluation · Wireframing & Prototyping · User Flows · Service Blueprinting · Accessibility (WCAG 2.1) · Design Systems **Collaboration & Communication:** Cross-functional collaboration (Design, Engineering, Operations) · Stakeholder presentations · Workshop facilitation · Agile / iterative delivery **Tools & Analytics:** Figma · ProtoPie · Miro · Hotjar · Google Analytics · Notion · Sketch · InVision · Adobe Creative Suite

Experience

Mid-weight UX Designer | Independent | Jul 2025 – Present

- Led UX/UI redesign of an e-commerce platform, leveraging Google Analytics and Hotjar data to identify user drop-off points, optimise navigation, and improve product discovery.
- Redesigned information architecture, product filtering, and mega-menu navigation, enabling users to find products faster through intuitive categorisation and visual cues.
- Enhanced search and checkout experiences by introducing auto-suggest recommendations, one-click checkout, progress indicators, and streamlined user flows.
- Delivered data-driven design solutions that increased conversion rates by 20% and improved app experience ratings by 15% within 6 months.

UX Designer | Liquid City | May 2025 – Jun 2025

- Designed AI assistant UX with clear system messaging and microcopy, improving task-completion efficiency by 15% through refined prompt flows and feedback states.
- Implemented AI-assisted prototyping workflows that reduced iteration cycles by 20%, accelerating product validation.

UX Designer — Agentic AI for Meta Ray-Ban Gen 2 | Meta

- Designed a characterful agentic AI experience for hands-free wearables, exploring how AI personality and embodiment affect trust and everyday usefulness.
- Created two parallel interaction modes (monocular 2D display and spatial 3D AR), demonstrating how an agent shifts fluidly between ambient and spatial intelligence.
- Delivered a cohesive concept and live on-stage demo at a Meta event, supporting the team's evaluation of agentic AI and spatial presence in hands-free computing.

UX Designer — AI-Powered AR Walking Experience | Niantic Spatial

- Designed a spatial AI guide experience for Snapchat Spectacles, replacing traditional navigation UI with conversational interaction and contextual AR cues.
- Balanced three interdependent systems, user journey, AI character personality, and agentic event triggers, delivering a minimal-interface experience where the world became the UI.

UX/UI Designer | Designit, Wipro | Feb 2023 – Jul 2023

- Led UX audit of the Philips Dental Care app, conducted heuristic evaluation, usability testing, focus groups, and card-sorting sessions to diagnose adoption barriers.
- Supported service design team for a global airline, contributing to service mapping and customer journey redesign for check-in and onboarding experiences.
- Facilitated discovery workshops with SMEs and Global Business Leaders, running brainstorming and retrospective sessions to align stakeholder vision for service blueprinting.
- Developed client-facing pitch decks and experience concepts for automotive, hospitality, and airline sectors, including phygital journey mapping and feature strategy.

UX & Visual Designer | Grarri Pvt | Jul 2020 – Jul 2022

- Designed CTA-driven property landing pages against a defined KPI framework, achieving a 25% increase in lead generation.
- Increased engagement by 20% and conversions by 25% through layout, typography, and visual hierarchy improvements across responsive web properties.
- Delivered branding assets and digital marketing materials maintaining visual consistency across all client touchpoints.

Education

MA, User Experience Design · University of the Arts London · 2023 – 2025

B.Voc, Visual Arts & Design Practices · Srishti Institute of Art, Design & Technology · 2018 – 2021