

Fatema Nadeem

Product & UX Designer

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Professional Summary

Product and UX Designer with over 3 years of experience creating intuitive, data-informed digital products. Skilled in end-to-end design from user research and ideation to prototyping and delivery using Figma and established design systems. Experienced in simplifying complex, data-heavy interfaces for web and enterprise platforms. Strong collaborator who thrives in agile teams and enjoys solving problems that make technology more human and accessible.

Core Skills

Product Design · UX Design · Human-Centred Design · End-to-End Design Ownership · UI Design · Wireframing & Prototyping · Design Systems & Atomic Design · Figma · User Research & Usability Testing · Interaction Design · Responsive & Mobile-First Design · Cross-Functional Collaboration · Fast-Paced Environments · Problem-Solving · Accountability & Results Orientation · Team work · Communication

Professional Experience

Liquid City – User Experience Designer

May 2025 – Jun 2025

- Designed multimodal user interactions (voice, gaze, touch) for mixed-reality experiences, improving task efficiency and engagement across immersive environments.
- Developed scenario-based prototypes and journey flows in Figma and Miro, aligning UX vision across product and technical teams.
- Collaborated with developers to optimize system responsiveness, reducing interaction latency and enhancing real-time feedback by 15%.
- Delivered interactive prototypes and documented conversational flows supporting future AI and AR integrations.

Designit, Wipro – UI/UX & Graphic Designer

Feb 2023 – Jul 2023

- Led end to end UI/UX design for enterprise and e-commerce web applications, increasing user engagement by 20% and checkout completion by 30%.
- Built and maintained a scalable Figma design system ensuring visual consistency and accessibility compliance (WCAG 2.1 AA).
- Conducted user research, usability testing, and A/B experiments to refine interaction flows and conversational UX copy.
- Collaborated cross-functionally with developers and product managers to deliver data-informed design solutions that improved task clarity by 25%.

Grarri Pvt – UX & Visual Designer

Jul 2020 – Jul 2022

- Designed responsive web and mobile products for SaaS clients, increasing engagement by 40% and lead generation by 25%.
- Created component-based design systems to ensure scalability and visual consistency across multiple digital products.
- Supported user research, ideation, and feature testing during agile sprints, improving design iteration speed and user satisfaction.
- Built interactive prototypes and participated in weekly sprint reviews to validate usability and alignment with business goals.

Education

- MA User Experience Design – University of the Arts London (UAL) (2023–2024)
- B.Voc Visual Arts and Design Practices – Srishti Institute of Art, Design & Technology (2018–2021)

Technical Skills

Figma | Adobe XD | Sketch | ProtoPie | Miro | InVision | Journey Mapping | Usability Testing | A/B Testing | Hotjar | UserTesting.com | Google Analytics | Jira | Confluence | WCAG 2.1 AA

Languages

English · Hindi · Gujarati