

SARAH NAZIR
UX / Service Designer

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EXECUTIVE SUMMARY

Creative UX professional with a strong background in user-centric design and design thinking. Skilled in leading teams through research, prototyping, testing, and implementation, I ensure consistency with detailed personas, journey maps, and style guides. Experienced in user research and stakeholder collaboration, I deliver solutions that enhance usability, accessibility, and satisfaction. Passionate about engaging diverse perspectives, I collaborate to create innovative processes and products for a better future.

AREAS OF EXPERTISE

- User Research
- Prototyping
- Human-Centred Design
- Design Strategy
- Usability Testing
- Information Architecture
- Design System
- Change Management
- Stakeholder Management
- Multi-Disciplinary Design
- Visual Communication
- Agile Project Management

TECHNICAL SKILLS

Figma | Miro | Adobe Suite | MS Office | Google Workspace | Jira | Balsamiq

PROFESSIONAL EXPERIENCE

Service Designer, Dorset Council UK (Dorchester UK)

2023 - Present

I leverage design thinking principles to lead cross-functional teams, translating user needs and business objectives into innovative solutions that drive growth. By initiating and utilising comprehensive user research methods (including interviews, observations, and data analysis), I develop user-centric solutions that address identified issues and ensure accessibility. I facilitate ideation sessions, prototyping, and iterative testing to align solutions with user and business needs. Capturing user insights in local government, I guide initiatives under the 'Our Future Council Strategy,' enhancing service delivery and building a robust internal knowledge base for ongoing public sector improvement. Through thorough research, strategic planning, and effective collaboration, I foster business ownership of design initiatives and drive efficient, growth-oriented outcomes.

Financial Estimator - Adult Social Care Transformation:

- Led scenario-based testing and thematic analysis to drive a user-centred design approach for an estimator tool
- Implemented continuous user feedback to refine and enhance the tool's usability
- Coordinated cross-functional teams to ensure clear and accessible guidance on social care payments
- Contributed to a 36% improvement in user satisfaction and accessibility

Asset Management ICT System Re-procurement

- Conducted needs-based workshops, stakeholder mapping, and user journey mapping to identify system gaps
- Developed and tested prototypes, facilitating usability tests to gather user feedback
- Conducted cost-benefit analysis and risk assessment to guide project direction
- Presented recommendations to key stakeholders, securing approval for a successful re-procurement process

Redesign Lead - Customer E-forms for Government Customer Platform:

- Ensured data consistency and alignment with GDS design patterns to enhance viability
- Developed a new user interface for efficient and user-friendly customer satisfaction data
- Deployed data ingestion API, enabling data-driven decision-making for customer strategy and improved service delivery

UX Instructional Designer, Whatfix (Bangalore, India)

2021 - 2022

I consulted with clients across three continents to identify and implement effective UX and content design strategies. I analysed design and content requirements to pinpoint and resolve customer pain points, ideating, developing, and evaluating content and design for multiple global applications. I conducted usability testing sessions to gather user feedback and iteratively refine designs. I created detailed user personas and journey maps to enhance understanding

and address user needs. Through close collaboration with stakeholders, I delivered customized solutions that effectively met user requirements.

Strategic UX Initiative: Executive Dashboard Enhancement for Corporate Stakeholders

- Independently led and managed a high-profile project targeting Business Unit heads within two months of joining Whatfix.
- Deployed a User-Centric Approach and Conducted extensive user research, including 20+ interviews, to understand BU heads' needs and pain points.
- Collaborated closely with stakeholders to align project goals with business objectives.
- Delivered the project on time, reducing turnaround time by 30% and resulting in a 20% increase in client satisfaction.
- Implemented innovative content design and UX strategies, leading to a 25% increase in user engagement and receiving praise from the Global Web and Design Consulting team for excellence in project execution.

UX Designer, MediMagic (Bangalore, India)

2021

I optimised user experiences through strategic product enhancements, spearheading the end-to-end development process across 5 sprints with a focus on UX/UI design and development. I conducted in-depth user research and market assessments to align new products with customer needs and preferences. I effectively managed multiple design projects and iterations under tight deadlines. I created comprehensive design systems and style guides to ensure product consistency. Utilising competitive analysis, I informed design and positioning strategies. I developed rapid prototypes using Figma, enabling iterative testing and refinement to achieve optimal user-centric solutions.

Transforming User Experience with Research-Driven Design Solutions

- Conducted user research to understand decision-making in subscription and checkout flows, identifying pain points such as funnel drop-offs and user confusion due to complex navigation
- Used research findings to redesign the subscription and checkout process, shifting from a multi-screen layout to a single-screen approach for improved usability
- Streamlined the subscription flow, minimising cognitive load and boosting conversions by essential-only steps
- Crafted a clear and consistent UI leveraging information hierarchy, driving user engagement
- Enhanced checkout flow with persistent CTAs, rich product details, and included FAQs for better user navigation
- Rapid Figma prototypes facilitated iterative design, enabling swift user-driven refinements
- Successfully managed multiple projects and design changes under tight deadlines, ensuring high-quality outputs
- Collaborated with cross-functional teams to ensure design strategies aligned with product goals, resulting in enhanced user experiences and increased subscription conversions

ADDITIONAL EXPERIENCE

Visual Designer (03/2021 – 07/2021), Graphic Design Intern (12/2020 – 02/2021), Content Creator and Social Media Manager (02/2020 – 03/2020), Sales and Advertising Intern (05/2019 – 06/2019)

EDUCATION

MDes in Design Innovation and Service Design

The Glasgow School of Art, University of Glasgow, UK

2022-2023

During my tenure at GSA, I developed a diverse skill set in service design, leading transformative projects addressing complex societal challenges. Through self-directed thesis work and hands-on projects, I applied feminist participatory research methodologies to explore safety dynamics in public spaces, resulting in increased community engagement. I adeptly managed project timelines and engaged stakeholders from various sectors, utilising service design tools to drive evidence-based solutions. By advocating for a user-centric approach, I delivered innovative applications and redesigned care systems, improving user satisfaction. Moreover, my proficiency in presenting findings and advocating for system improvements contributed to long-term value creation. These experiences have equipped me with invaluable professional, service-based, and transferable skills, making me a strategic asset in UX and service design.

Bachelor of Arts, Triple Majors in Media and Communication, English and Psychology

Christ University, India

2018 - 2021