

Azar Mammadli

SENIOR UX/UI/PRODUCT DESIGNER

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Aldie, VA 20105

Boasting over 10 years in the field, I specialize in developing user-centric digital solutions, bridging the gap between technology and user needs. My expertise is creating intuitive, engaging, and meaningful experiences across various platforms. I am passionate about leveraging my skills in UX research, design thinking, and collaborative approaches to drive exceptional results in my next role.

EXPERIENCE

UX/UI DESIGNER

March 2023 - November 2023

ENQUIZIT, A CDW COMPANY

- As a UX/UI Designer on the Data Access team, I was responsible for bridging the gap between user needs and system functionality
- My role encompassed a wide range of tasks from research to design, focusing on improving and modernizing the Reporting page section based on state jurisdictions' feedback
- I worked closely with managers, development teams, and stakeholders to create an intuitive and effective user experience.
- Collaborated with product managers, developers and other UX designers in a fast-paced Agile environment.
- Prototyped interactive designs using Figma prototyping tools.
- Created wireframes, storyboards and prototypes to effectively communicate design ideas to stakeholders.
- Facilitated basic techniques to align solutions and prioritize work with cross-discipline groups.
- Created interactive simulations and prototypes to help project teams, stakeholders and users explore business solutions.
- Leveraged design tools to deliver wireframes, user flows and other basic UX artifacts.
- Participated in, created and facilitated collaborative ideation sessions with cross-functional partners and leadership.
- Applied Agile methodology principles to manage workflow efficiently and effectively.
- Ideated and iterated UI solutions with UX designers and stakeholders.
- Analyzed user feedback and identified potential areas of improvement for existing products.

UX ARCHITECT/ DESIGNER / RESEARCHER

April 2022 - February 2023

VIRTUSA

- Worked as a UX researcher providing improved user experience across the customer's ordering and delivery for Lantheus products
- Conducted interviews with business stakeholders and customers to understand their pain points and needs
- Developed personas and journey maps for stakeholders to identify opportunities for improvement in the user experience.
- Gathered feedback from users through surveys, focus groups, usability studies, and other methods to inform product design decisions.
- Performed heuristic evaluations to assess the usability of digital products using industry standards such as Nielsen's Heuristics.
- Facilitated stakeholder workshops to discuss research results in order to drive product strategy decisions.

- Created wireframes, prototypes, and storyboards to illustrate flows and interactions for new features or enhancements.

SENIOR UX DESIGNER

January 2022 - April 2022

TEL SYSTEMS / HIGHMARK HEALTH

- Worked with the Lead Experience Design and development team to research and create a Virtual First Care mobile application
- Developed UI mockups and prototypes that clearly illustrate how sites function and look like.
- Participated in, created and facilitated collaborative ideation sessions with cross-functional partners and leadership.
- Ideated and iterated UI solutions with UX designers and stakeholders.
- Liaised with other designers to develop product concepts and product designs.
- Determined design requirements and analyzed user feedback to improve design quality.
- Identified problems uncovered by testing and customer feedback and correct problems and referred problems to appropriate personnel for correction.

SENIOR UX/PRODUCT DESIGNER

September 2021 - December 2021

MATTHEWS INTERNATIONAL COMPANY

- Gathered and evaluated user requirements in collaboration with product managers
- Illustrated design ideas using workflows, process flows, and sitemaps
- Led design thinking and product development workshops.
- Developed storyboards to illustrate use cases for complex features and interactions.
- Created style guides and design systems to ensure consistency across platforms.
- Collaborated with stakeholders to define product requirements and create innovative solutions.
- Conducted user research, interviews, surveys, and usability testing to inform design decisions.
- Developed wireframes, prototypes, and high-fidelity visuals for mobile and web applications.
- Provided feedback on visual designs to ensure a cohesive brand experience.
- Leveraged rapid prototyping tools such as Invision and Adobe XD for quick iteration cycles.

UI DESIGNER / PRODUCT DESIGNER

April 2020 - May 2021

INSTACART

- Collaborated with UX/UI teams to create user personas, define product goals, develop information architecture, and design an effective user interface
- Improved the whole UI to make it cohesive and intuitive.
- Developed interactive prototypes for usability testing.
- Designed wireframes, mockups, prototypes, and other visuals to communicate design intent.
- Created high fidelity visuals for mobile applications
- Validated product ideas through surveys, interviews, and focus groups.
- Employed agile methodologies to rapidly iterate on product designs.
- Developed style guides that defined visual language across all platforms.

USER INTERFACE / VISUAL DESIGNER

June 2019 - January 2020

STATE FARM BANK

- Built and designed the Vehicle Loan Page
- Translated business needs into an effective information architecture
- Developed interactive prototypes using Figma, HTML5, CSS3 tools adopted by UX team.
- Worked closely with product owners to ensure designs met business objectives.

- Created wireframes, prototypes, and mockups to communicate design ideas to stakeholders.

UX / UI DESIGNER

October 2018 - March 2019

LYFT

- Performed prework, understanding pain points and defining problems, end-to-end mapping journey
- Conducted quantitative and qualitative research methods
- Created user journey maps, user personas, affinity diagrams, and user flows.
- Analyzed customer feedback data to inform future design decisions.
- Maintained an organized library of all design assets used in projects.
- Created visual designs that adhere to brand guidelines while meeting user needs.
- Assisted with the creation of customer journey maps that capture the entire experience from start to finish.
- Conducted A and B testing experiments to evaluate different versions of a UI design or interaction model.
- Performed competitive analysis of competitor's websites in order to identify opportunities for improvement.

UX / UI DESIGNER

February 2018 - August 2018

DOORDASH

- Identified target user groups and conducted interviews/online surveys to understand user pain points and needs
- Collaborated with lead design teams to produce high-quality solutions through flow diagrams, graphic designs, storyboards, and site maps.
- Analyzed customer feedback to identify areas of improvement for UI design elements.

UX / PRODUCT DESIGNER

February 2017 - August 2018

POSTMATE

- Conducted research to find out existing pain points for the fleet app, created design concepts and drawings to determine the best product, and facilitated user interviews and remote user testing
- Collaborated with lead design teams to produce high-quality solutions through wireframes, prototypes, and user interaction.

UX DESIGNER / RESEARCHER

February 2012 - January 2016

CYBERNET

- Demonstrated critical thinking and the ability to bring order to unstructured problems
- Performed prework, understanding pain points and defining problems, mapping end-to-end journey
- Created consistent, high-quality user interface mockups/walkthroughs.

EDUCATION

MASTER OF PUBLIC ADMINISTRATION

Jan 2006

STRAYER UNIVERSITY

INTERNATIONAL RELATIONS

Jan 2006

BAKU STATE UNIVERSITY

WEBSITE, PORTFOLIO AND PROFILES

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www.azarmammadli.com

DESIGN SKILLS

UX Design / UX Research / Human-Centered Design / Information Architecture / Journey Map / User Persona / User Flow / Mockup / Wireframe / Prototype / User Experience Design / User Interface Design / Visual Design / Interaction Design / Product Design / Analytical skill / Design Strategy / Design Thinking Design Systems / Usability Testing / WCAG / UX/UI Design Principles / Fintech/Banking/ Healthcare/SaaS/B2B/ E-commerce UX Design / Product Design

TOOLS TECH SKILLS

Figma / Sketch / Adobe XD / InVision / Axure / Balsamiq / Proto.io / Miro / Mural / Figjam / Hotjar / Adobe Photoshop / Adobe Illustrator / HTML / CSS / Basic JS / Agile / JIRA / Maze / User Zoom Go / Microsoft Power BI / Tableau

PHILOSOPHY

My design philosophy revolves around empathy, functionality, and elegance. Great design solves problems and delivers delightful experiences that resonate with the end-user. I approach each project as a unique challenge, aiming to deeply understand user needs, business goals, and technological constraints to produce designs that drive impact.

REFERENCES

References available upon request