Azar Mammadli

SENIOR UX/UI/PRODUCT DESIGNER

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Boasting over 10 years of experience in the field, I specialize in crafting user-centric digital solutions that effectively bridge the gap between technology and user needs. My expertise extends across crafting intuitive, engaging experiences on various platforms, including native mobile app design, with a strong focus on sectors like enterprise, healthcare, and fintech. Passionate about utilizing my skills in UX/UI design and research, design thinking, and collaborative methodologies, I aim to drive exceptional outcomes in my next role, focusing on leveraging my design capabilities to enhance user interactions and satisfaction.

EXPERIENCE

UX/UI DESIGNER – SAAS/B2B ***March 2023 - November 2023***
ENQUIZIT, A CDW COMPANY

- Leveraged a comprehensive UX/UI design skill set to enhance system functionality and user experience for the Data Access team, focusing on modernizing the Reporting page through extensive user research, design iteration, and collaboration with state jurisdictions.
- Collaborated effectively with managers, developers, stakeholders, and other designers in an Agile environment, employing Figma for prototyping, creating wireframes, and developing interactive simulations to communicate design concepts and facilitate user-centered design solutions.
- Employed Agile methodologies to streamline workflow, facilitated cross-functional ideation sessions, and continuously analyzed user feedback to identify improvement opportunities, ensuring the delivery of intuitive and effective user experiences.

UX ARCHITECT / RESEARCHER – SAAS/B2B ***April 2022 - February 2023***
VIRTUSA

- Enhanced the user experience for Lantheus products by conducting comprehensive UX research, including stakeholder and customer interviews, to pinpoint pain points and needs, leading to the development of personas and journey maps for targeted improvements.
- Utilized a variety of feedback mechanisms such as surveys, focus groups, and usability studies, coupled with heuristic evaluations based on Nielsen's Heuristics, to guide and inform product design and usability enhancements.
- Facilitated collaborative workshops with stakeholders to discuss research findings and influence product strategy, while also creating wireframes, prototypes, and storyboards to effectively visualize and communicate design solutions for new features or enhancements.

SENIOR UX DESIGNER – B2B/B2C ***January 2022 - April 2022***
TEK SYSTEMS / HIGHMARK HEALTH

- Collaborated with the Lead Experience Design and development team to conceptualize and develop the Virtual First Care mobile application, employing research, UI mockups, and prototypes to ensure functionality and aesthetics, while also engaging in collaborative ideation sessions with cross-functional teams to refine and iterate design solutions.

- Worked alongside UX designers, stakeholders, and other designers to establish design requirements, develop product concepts, and leverage user feedback and testing insights to enhance design quality and address identified issues effectively

SENIOR UX/PRODUCT DESIGNER – B2B/B2C ***September 2021 - December 2021***
MATTHEWS INTERNATIONAL COMPANY

- Collaboratively worked with product managers to gather user requirements, utilized design thinking to lead workshops, and created comprehensive visual design documents, including storyboards and style guides, to ensure consistent user experiences across platforms.
- Engaged in extensive user research and usability testing to inform design decisions, developed detailed wireframes, prototypes, and high-fidelity visuals for mobile and web applications, and optimized the design process using rapid prototyping tools like Invision and Adobe XD.

UI DESIGNER / PRODUCT DESIGNER - NATIVE MOBILE ***April 2020 - May 2021***
INSTACART

- Partnered with UX/UI teams to define product goals, create user personas, and develop a cohesive information architecture, leading to the enhancement of the user interface for intuitiveness and consistency; involved in creating interactive prototypes, employing agile methodologies for rapid iteration, and conducting user validation through surveys and focus groups.
- Crafted comprehensive design documentation including wireframes, mockups, and high-fidelity visuals for mobile applications, and established style guides to ensure a consistent visual language across all platforms.

USER INTERFACE / VISUAL DESIGNER – B2C ***June 2019 - January 2020***
STATE FARM BANK

- Spearheaded the design and development of the Vehicle Loan Page, effectively translating business needs into a user-friendly information architecture and crafting interactive prototypes with Figma, HTML5, and CSS3, ensuring alignment with the UX team's standards.
- Collaborated intimately with product owners to align design outcomes with business objectives, utilizing wireframes, prototypes, and mockups to clearly convey design concepts to stakeholders.

UX / UI DESIGNER – NATIVE MOBILE ***October 2018 - March 2019***
LYFT

- Spearheaded UX research efforts, including both quantitative and qualitative methods, to define problems, understand user pain points, and derive insights from customer feedback, informing future design decisions and strategies.
- Developed comprehensive UX deliverables, including user journey maps, personas, affinity diagrams, user flows, and visual designs, ensuring they align with brand guidelines and effectively address user needs.
- Enhanced product usability and experience through rigorous A/B testing, competitive analysis, and the maintenance of an organized design asset library, continuously seeking opportunities for improvement and innovation.

February 2018 - August 2018
UX / UI DESIGNER – NATIVE MOBILE
DOORDASH

- Conducted comprehensive user research by identifying target groups and employing interviews and online surveys to gather insights into user pain points and needs, facilitating informed design decisions.

- Partnered with lead design teams to deliver high-quality design solutions, employing a range of tools including flow diagrams, graphic designs, storyboards, and site maps, and analyzed customer feedback to pinpoint and address areas for UI improvement.

UX / PRODUCT DESIGNER – NATIVE MOBILE ***February 2017 – November 2017***
POSTMATE

- Led the research and design process for a fleet app by identifying existing user pain points, creating design concepts, and executing user interviews and remote testing, while collaborating with lead design teams to craft high-quality solutions via wireframes, prototypes, and user interaction models.

UX DESIGNER / RESEARCHER – SAAS/B2B ***February 2012 - January 2016***
CYBERNET

- Applied critical thinking to structure unorganized problems, performed in-depth prework to identify user pain points and define problems, and developed comprehensive end-to-end journey maps alongside creating high-quality, consistent user interface mockups and walkthroughs.

EDUCATION

MASTER OF PUBLIC ADMINISTRATION ***Jan 2006***
STRAYER UNIVERSITY

INTERNATIONAL RELATIONS ***Jan 2006***
BAKU STATE UNIVERSITY

PORTFOLIO AND LINKEDIN

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DESIGN SKILLS

UX Design / UX Research / UI Design / 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 / Design Strategy / Design Thinking / Design Systems / A/B Testing / Usability Testing / WCAG / Responsive Design /Native Mobile Design / IOS Design / Android Design / Fintech / Healthcare / SaaS / B2B / B2C / E-commerce UX Design

TOOLS TECH SKILLS

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

REFERENCES

References available upon request