

Azar Mammadli

SR. UX/UI/PRODUCT DESIGNER & RESEARCHER

With over a decade of experience in UX/UI Design, Product Design, and Visual Design, I am adept at creating user-focused digital solutions across various sectors such as fintech, healthcare, and enterprise. Most recently, I served as a Lead UI/UX Designer at Capital One, where I designed cost analytics dashboards and platform experiences for a complex SaaS environment. My expertise includes successfully leading B2C, B2B, and SaaS projects, including transitions between B2B and B2C models. I focus on designing intuitive and engaging user interfaces, especially for native mobile apps, where my innovative designs have consistently enhanced user interaction and satisfaction. Driven by design thinking and user research, I have contributed to business success through impactful user experiences in notable projects like a fintech app redesign that increased user engagement by 30% and a rider mobile app praised for its innovation. As a strong supporter of collaborative teamwork, I improve project delivery by fostering a culture of user-centered design within cross-functional teams.

CONTACT & PORTFOLIO

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- **Twitter:** www.twitter.com/AzarMammadli

EXPERIENCE

LEAD UI/UX DESIGNER

July 2024 – Present

CAPITAL ONE (CONVERGENZ)

- Designed a customizable **bird's-eye view homepage dashboard** for tenant admins to monitor cost, savings, and optimization highlights
- Led the design of **cost trend and breakdown pages for multiple platforms and single platforms, featuring** advanced filters and detailed drill-downs.
- Developed a **side-scroll navigation** pattern to enhance scalability and ease of use across dense dashboards
- Developed the **Change History panel and page** to track configuration changes and link them to cost and performance variations.
- Created detailed **Object Detail Pages** for platform-wide listings and individual object insights
- Updated and enhanced **data visualizations** for clearer understanding and context-driven storytelling
- Developed a **Health Hub dashboard** to highlight platform health checks and identify cost-saving opportunities.
- Designed the **Query Detail Page** to deliver query-level performance, usage, and optimization insights

UX/UI DESIGNER (SAAS/B2)

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 (B2B/B2C)

April 2022 - February 2023

VIRTUSA

- **Medtronic Customer Experience Enhancement**
 - **CRM and UI Enhancement:** Led the redesign of the CRM dashboard within ServiceNow and

- revamped UI components to enhance usability and aesthetic appeal for Medtronic's B2C segment.
- **New B2C Product Development:** Designed innovative B2C products for Medtronic, significantly improving user engagement and product marketability.
- **Lantheus UX Research and Design**
 - **In-depth UX Research:** Executed comprehensive research identifying critical user issues in order details, cancellations, and scheduling which directly informed design updates.
 - **Stakeholder and Customer Collaboration:** Conducted detailed interviews with both stakeholders and customers to refine user experience strategies and redesign the B2B portal, leading to enhanced user satisfaction and operational efficiency.
 - **User Interface Overhaul:** Championed the complete redesign of the Lantheus product suite's user interface, which increased client satisfaction by 35% and daily active users by 25% within six months.
- **Elevance Health UI Optimization**
 - **Analytics UI Redesign:** Updated and optimized UI components for Microsoft Power BI and Tableau at Elevance Health, enhancing data visualization and user interaction to support better business decision-making.
- **Key Achievements Across Projects**
 - **Client Satisfaction and Engagement:** Directed pivotal UX research initiatives and interface redesigns that significantly improved client satisfaction and user engagement metrics across projects. My role involved strategic stakeholder engagement, applying data-driven design principles, and translating complex research findings into practical UI/UX improvements.
 - **Strategic Business Impact:** My contributions were crucial in positioning the UX team as key players in achieving business objectives, highlighting the fundamental role of user-centered design in driving business success.

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.

SR. PRODUCT/VISUAL DESIGNER (B2B/B2C)

September 2021 - December 2021

TEK SYSTEMS / MATTHEWS INTERNATIONAL

- **Enhanced Cross-Platform User Experience:** Spearheaded the comprehensive redesign of web and application interfaces to achieve a unified and cohesive user experience across both B2B and B2C platforms. This strategic initiative resulted in a notable 30% increase in user satisfaction and a 20% rise in daily active users within just three months.
- **Focused on Responsive Design:** Implemented a responsive design strategy to ensure seamless user experience across various devices, replacing the previous mobile-only approach. This shift not only improved accessibility and usability but also aligned with modern web standards, significantly enhancing customer engagement and satisfaction.
- **Standardized Design Framework:** Developed and rolled out a standardized design framework based on thorough analysis of user interactions and feedback. This framework streamlined the user journey across different platforms and devices, ensuring consistency in brand representation and interaction patterns.
- **Collaborative Project Execution:** Worked closely with product management and development teams to ensure designs were technically feasible and aligned with business goals. My proactive collaboration and coordination facilitated on-time project delivery and adherence to stringent quality standards.

USER INTERFACE / PRODUCT DESIGNER (NATIVE MOBILE)

April 2020 - July 2021

INSTACART

- **Enhanced User Experience Design:** Took the lead in improving the overall user experience of the Instacart Customer App to make grocery shopping more convenient and enjoyable. Implemented user-centered design principles to enhance navigability and functionality, significantly improving user satisfaction and engagement.
- **User Interface Modernization:** Spearheaded the redesign of the mobile app's user interface, ensuring alignment with contemporary design trends while preserving the Instacart brand identity. This effort modernized the visual appeal and improved the intuitive use of the app, making it more attractive and easier to navigate for new and existing users.
- **Efficiency and Accessibility Improvements:** Focused on streamlining the shopping process to increase efficiency and accessibility. Refined app features to be more user-friendly across diverse demographic groups, enhancing the shopping experience for users with varying abilities and tech savviness.

USER INTERFACE / VISUAL DESIGNER (B2C)

June 2019 - January 2020

STATE FARM BANK

- **Enhanced Vehicle Loan Application Interface:** Spearheaded the complete redesign of the Vehicle Loan Page to create a more intuitive and user-friendly application process. My redesign focused on simplifying the application steps and improving navigation, which substantially increased user comprehension and ease of use.
- **Significant Increase in User Engagement:** The new interface was instrumental in boosting online loan applications by 25% within just two months of its launch. This achievement underscores the strong impact of thoughtful, user-centered design on business outcomes.
- **Data-Driven Design and Iteration:** Employed a rigorous data-driven approach, conducting extensive user testing to validate design choices and iteratively refine the user experience. This process ensured that the final design was not only aesthetically pleasing but also highly functional and aligned with users' needs.
- **Proven Business Impact:** Demonstrated a clear connection between strategic UI/Visual design and enhanced business performance, proving the value of integrating user feedback and empirical data into the design process.

UX / UI DESIGNER (NATIVE MOBILE)

October 2018 - March 2019

LYFT

- **Revolutionized Ride-Booking Experience:** Led a pivotal project aimed at addressing key pain points for Lyft riders by simplifying the ride-booking process. My initiative to reduce the number of steps required to book a ride resulted in a more streamlined interface, significantly decreasing drop-off rates by 10% and subsequently increasing monthly active users by 8%.
- **Feature Development for Enhanced User Convenience:** Spearheaded the design and integration of innovative features to enhance user satisfaction and efficiency:
 - **Add Rider:** Enabled riders to share rides easily with friends and family, facilitating cost-splitting.
 - **Add Destination:** Allowed the addition of multiple destinations without ending the trip, greatly improving flexibility for users.
 - **Schedule Pick-Up:** Implemented scheduling options to let users plan their rides in advance, saving time and reducing costs.
- **Cross-Functional Team Leadership:** Collaborated extensively with Product Management and Engineering teams to ensure that the new features and redesigned processes aligned with Lyft's technical capabilities and business strategies. This teamwork was crucial in implementing solutions that were both technologically feasible and highly effective in meeting user needs.
- **Data-Driven Design Decisions:** Employed a rigorous user testing and data analysis approach to guide design improvements, ensuring that changes were grounded in real user feedback and contributed positively to the user experience.

VISUAL DESIGNER (NATIVE MOBILE)

February 2018 - August 2018

DOORDASH

- **Revitalized Food Discovery and Ordering Interface:** Led a significant initiative to redesign the DoorDash app's visual interface for food discovery and ordering, drawing on deep insights from user research. My focus on enhancing visual appeal and improving navigation resulted in a more engaging user interface that increased user session lengths by 15% and boosted order conversion rates by 10% in the first quarter post-launch. This project required meticulous collaboration with engineering and product teams to integrate new features flawlessly, highlighting the critical role of sophisticated visual design in augmenting user experience and driving business outcomes.

UX / PRODUCT DESIGNER – NATIVE MOBILE POSTMATE

February 2017 – November 2017

- **Dramatically Improved Fleet Efficiency:** Successfully redesigned the Postmates Fleet app, focusing on optimizing the delivery experience through enhanced navigation and task management interfaces. This redesign led to a 40% reduction in average delivery completion time and increased fleet satisfaction by 30%, as evidenced by feedback collected through follow-up surveys. The project involved a rigorous iterative process, incorporating feedback from both fleet users and the lead design team, and utilized a combination of user interaction models and real-world testing to ensure the solutions not only resolved existing pain points but also aligned with the overall product vision and business objectives.

UX DESIGNER / RESEARCHER (SAAS/B2B) CYBERNET

February 2012 - January 2016

- 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 (GPA 3.7/4) STRAYER UNIVERSITY – Washington DC, USA

Apr 2009- Jul 2011

BACHELOR OF INTERNATIONAL RELATIONS (GPA 3.9/4) BAKU STATE UNIVERSITY – Baku, Azerbaijan

Sep 2002- Jul 2006

DESIGN & TOOL SKILLS

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|-------------------------------|---------------------------------|----------------------------------|--------------------------|
| • User Experience (UX) Design | • User Interface (UI) Design | • Product Design | • Figma / Sketch |
| • User Research | • Layout and Composition | • Market Research | • Adobe XD / InVision |
| • Wireframing and Prototyping | • Visual Design Principles | • Prototyping and Model Making | • Axure / Protopie.io |
| • Information Architecture | • Branding Consistency | • Product Lifecycle Management | • Miro / Mural / Figjam |
| • User Journey Mapping | • Responsiveness and Adaptation | • Cross-Functional Collaboration | • Slack / Trello / Asana |
| • Accessibility Design | • Visual Design | • Systems Thinking | • Affinity Designer |
| • Interaction Design | • Graphic Design | | • UserTesting.com |
| • Design Research | • Color Theory | | • User Zoom / Maze |
| • User Testing | • Typography | | • Usability Hub |
| • Contextual Inquiry | • Layout Mastery | | • Optimal Workshop |
| • Ethnography | • Branding | | • HTML/CSS |
| • Heuristic Evaluation | | | • Basic Java Script |
| • Statistical Analysis | | | • Agile |
| | | | • Jira |