

SENIOR PRODUCT I UX/UI DESIGNER | Enterprise SaaS • Fintech • Healthcare • Data-Intensive Products
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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience transforming complex workflows into intuitive, scalable digital products across enterprise SaaS, fintech, healthcare, and consumer platforms. Leads end-to-end design from discovery and research through interaction design, prototyping, validation, and delivery. Brings particular strength in analytics dashboards, data visualization, design systems, accessibility, and cross-functional collaboration with product, engineering, and data teams.

CORE EXPERTISE

Product Strategy & Discovery • User Research & Usability Testing • Enterprise UX • Data Visualization • SaaS Dashboards • Interaction Design • Information Architecture • Design Systems • Responsive Web & Native Mobile • WCAG Accessibility • Figma Prototyping • Agile Product Delivery

PRODUCT DESIGN EXPERIENCE

Senior Designer, UX/UI & Digital Experience | GM Express Jan 2026 – Present
Digital products, website, research, and service-design responsibilities

- Lead user and stakeholder research with customers, trade professionals, sales teams, and business leaders to identify friction in service discovery, project intake, lead capture, and the end-to-end remodeling journey.
- Conducted a UX and content audit of the company website, identifying navigation, page-mapping, information-hierarchy, and local landing-page issues that weakened usability and customer trust.
- Redesigned digital journeys and content structures for kitchen, bathroom, countertop, city-service, contact, and GME PRO trade-partner experiences, including clearer forms and conversion paths.
- Partner with leadership, marketing, sales, and implementation teams to translate research findings into website, SEO, Google Business Profile, and cross-channel customer-experience improvements.

Lead UI/Product Designer | Convergent — Client: Capital One Jul 2024 – Nov 2025
Enterprise fintech and cloud-cost analytics engagement

- Led end-to-end UX for a multi-platform cost analytics product integrating Snowflake and Databricks data, helping tenant administrators understand spend, usage, chargebacks, and optimization opportunities.
- Designed configurable dashboards, cost-trend views, breakdown and change-history experiences, object-detail pages, Health Hub, Query Detail, alerts, KPIs, and advanced filtering across graph and table views.
- Established scalable navigation and interaction patterns for dense enterprise workflows, balancing information depth with clarity, discoverability, and efficient task completion.
- Partnered with product managers, engineers, data specialists, and business stakeholders to translate technical requirements into wireframes, prototypes, specifications, and production-ready designs.
- Created conversational AI experiences for internal voice and chatbot tools and conducted UAT to validate usability, functional accuracy, and alignment with business requirements.

Senior UX/UI Designer | Enquizit, a CDW Company Mar 2023 – Nov 2023
Public-sector digital platform engagement

- Modernized complex reporting and jurisdiction workflows through stakeholder discovery, user research, journey analysis, wireframing, and iterative Figma prototyping.
- Simplified navigation and information architecture across state-facing tools, improving the usability and consistency of high-volume administrative tasks.
- Collaborated with product and engineering teams in Agile delivery, clarifying requirements and supporting designs through implementation.

UX Architect & Researcher | Virtusa Apr 2022 – Feb 2023
Client engagements: Medtronic, Lantheus, and Elevance Health

- Led the redesign of a Medtronic CRM dashboard, organizing complex clinical and operational data into clearer workflows and actionable views.

- Planned and conducted research for Lantheus, translating user evidence into product improvements associated with a 35% increase in client satisfaction and 25% growth in daily active users.
- Optimized healthcare analytics experiences for Elevance Health, improving the presentation and usability of Power BI and Tableau reporting workflows.
- Defined architecture, interaction models, and reusable patterns across multiple healthcare products and stakeholder groups.

Senior UX Designer | **TEKsystems — Client: Highmark Health**

Jan 2022 – Apr 2022

Virtual-first healthcare engagement

- Designed a virtual-first-care mobile experience, using research insights, journey mapping, and interactive prototypes to simplify access to digital health services.

Senior Product & Visual Designer | **TEKsystems — Client: Matthews International**

Sep 2021 – Dec 2021

- Unified cross-platform user experiences and introduced responsive interaction patterns, contributing to a 30% increase in satisfaction and 20% growth in daily active users.

UI & Product Designer | **Instacart — Client Engagement**

Apr 2020 – Jul 2021

- Redesigned key customer-app experiences, modernizing interface patterns and simplifying product discovery, navigation, and shopping workflows across mobile touchpoints.
- Produced user flows, wireframes, high-fidelity UI, and prototypes while collaborating with product and engineering partners on responsive, accessible implementation.

UI & Visual Designer | **State Farm Bank — Client Engagement**

Jun 2019 – Jan 2020

- Redesigned the vehicle-loan application experience, simplifying form completion and decision points and contributing to a 25% increase in online applications.

UX/UI Designer | **Lyft — Client Engagement**

Oct 2018 – Mar 2019

- Simplified the ride-booking journey, reducing drop-offs by 10% and increasing monthly active users by 8%.
- Designed Add Rider, Add Destination, and Schedule Pick-Up experiences with clear interaction states and mobile-first usability.

Visual Designer | **DoorDash — Client Engagement**

Feb 2018 – Aug 2018

- Designed customer-facing discovery and ordering interfaces, strengthening visual hierarchy, product presentation, and consistency across mobile experiences.

UX & Product Designer | **Postmates — Client Engagement**

Feb 2017 – Nov 2017

- Optimized fleet and delivery workflows for real-time task management, improving operational efficiency by 40% and making delivery actions faster and easier to complete.

TOOLS & METHODS

Design: Figma, Sketch, Axure, Adobe XD, InVision

Research: Maze, User Testing, Lyssna

Collaboration: Miro, Mural, Jira, Notion

Additional: Power BI, Tableau, HTML, CSS, Claude, UX Pilot

EDUCATION

Master's Degree, Public Administration (Research) | Strayer University

2009 – 2011

GPA: 3.7/4.0

Bachelor's Degree, International Relations and Art | Baku State University

2002 – 2006

GPA: 3.9/4.0