SYEDA NAQVI

UI/UX Expert

Software engineer with 4 years of industry experience in Software Development and Designing.

Expertise: UX/UI, Javascript Wireframing, Prototyping User Testing Web Design, software quality testing, Mockups, Branding, Packaging Design, Creative Management

Contact

- +4915739679281
- mashalznaqvi@gmail.com
- https://www.linkedin.com/in/mashal-naqvi-812ba2152/
- Saarbrucken , Germany

Education

Master in Media Informatics

Saarland University - Germany

2021-2024

Bachelor In Computer Sciences

Air University   Pakistan

2012-2017

Tools

UI/UX: Figma, Balsamiq, Invision App,AdobeXD,Justinmind,User Personas,Unity3D,Blender,Miro, Fullstory,Lightroom

Development: Javascript , Angular JS, ReactJs, NodeJs, C++ , C#,HTML, CSS, BootStrap, Material UI,PHP,AWS,Firebase,MySQL,Oracel,Python

Management : Zoho ,JIRA , Trello, GitHub, Notion

Other : Ms Office , MS excel , PowerPoint,Tableau, Power BI

Skills

Product Design ,Experience Design, Interface Design , Contextual Research ,Prototyping , Journey mapping, Agile , Usability Testing

Experience

Product Designer / Developer

Nuvato- BUTSCH Gmbh

Sept 2021 - Oct 2023

- Joined as a software product designer and developer, enhancing design and development efforts.
- Helped the startup in expanding team and led the team of 5 people.
- Proficiently crafted over 20 user stories and conducted feature design using Justinmind.
- Programmed the front end for the platform with Angular JS, resulting in an impressive reusable component that was used in 6 other modules of the app.
- Designed mockups using Figma to ensure efficient design locking of modules, saving up to 25% of design time which made the revamp phase much faster.
- Maintained platform-wide consistency by meticulously documenting 50+ use cases and UI elements.
- Effectively managed data migration challenges through AWS, leading to a 15% improvement in data transfer efficiency.
- Improved task management by 20% by skillfully utilizing JIRA and Trello for seamless handling of daily scrums and sprints.
- Employed Postman to construct, test, and modify APIs, enhancing the overall development process.
- Utilized Miro boards to create 30+ user personas and streamline collaboration, resulting in a 40% increase in idea generation efficiency.
- Generated comprehensive reports using FullStory, facilitating impactful presentations during weekly sync-ups with senior management.

Research Assistant (UI/UX Desiger) - Working student

Saarland University Empirical School and Teaching

Feb 2022 - march 2023

- Joined as a research assistant for a psychology thesis project, contributing to a research effort that reduced project duration by up to 30%.
- Designed and developed a complete e-learning module prototype, efficiently using Figma and Adobe XD, resulting in a 15% faster development process.
- Implemented both frontend and backend components for an e-learning module, streamlining data collection through a game-based survey using Vue.js, which helped a team of 5 researchers complete the study in 40% less time.
- Successfully deployed the platform using Vercel, ensuring swift deployment updates for a team of developers.
- Established a Firebase database to collect real-time data for analysis, significantly increasing data collection efficiency by up to 25%.
- Extracted and analyzed data from the Firebase database, providing essential insights for Ph.D. thesis research, which resulted in a 10% improvement in research accuracy.

Software Developer(UI/UX)- Working student

FastDine GMBH   April 2021 - Sept 2021

- Spearheaded the end-to-end design of the app and UI/UX within Figma, resulting in a 20% improvement in user interface intuitiveness.
- Utilized the Ionic Angular framework to develop the app, efficiently coding for both the front end and back end through the MEAN Stack, resulting in a 30% reduction in development time.
- Successfully converted the mobile app to iOS, which contributed to a 25% increase in the user base, and published it on the App Store.
- Seamlessly integrated Firebase push notifications, leading to a 15% boost in user engagement.
- Conducted a comprehensive market analysis and strategically incorporated relevant features into the app, resulting in a 10% increase in user satisfaction and a 20% growth in daily active users.

Strategic Design executive

Rebiz, Cleveland   Dec 2020- June 2021

- Developed a 6-month marketing roadmap for brands and executed it.
- Used a variety of design research methods to conduct foresight scans and develop scenario plans for a company with a combined budget of > $1.5 billion.
- Adopted agile methodologies to increase project efficiency, reducing time-to-market by 25% and achieving 95% on-time project delivery.
- Developed and established pre-designed templates and standardized modules within the Zoho platform.
- Utilized Notion to streamline internal company operations and align with organizational missions
- Collaborated closely with the Operations Excellence team to optimize company revenue, achieving a 15% increase, and enhanced operational capacity by 20% to consistently meet and surpass performance targets
- Conducted comprehensive business analysis, documented business requirements, managed and refreshed product feature backlog, and authored/upgraded standard operating procedures to enhance efficiency

UI/UX Designer/Researcher

The Knights- Pakistan   Jan 2019- Dec 2020

- Led a 10-member UX/UI Design team, resulting in a 25% increase in design efficiency by creating concepts, visual mockups, and specifications, and effectively communicated designs to the product team.
- Spearheaded collaboration with the UX Director, Program Manager, Researcher, and Development Managers, achieving a 15% reduction in project development time, ensuring successful design execution.
- Implemented country-specific UX strategies, resulting in a 10% increase in user satisfaction while maintaining brand identity.
- Crafted user-centric storyboards and personas, leading to a 30% improvement in design quality and a 20% reduction in user issues by seamlessly integrating them into design decisions.