



Najla Siddiqui

UX Designer

SKILLS

EXPERIENCE

CONTACT

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EMAIL
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LOCATION
Santa Barbara, CA

PORTFOLIO
<http://najla.design>

TOOLS | Adobe XD, Figma, Sketch, InVision, Miro, Photoshop, Illustrator, MarvelApp

DESIGN | Agile, User Experience, User Interface, User Research, User Surveys, Interviews, Empathy Maps, Personas, Affinity Diagrams, User Flows, Competitor Analysis, Information Architecture, Sketching, Wireframes, Mood Boards, Style Guides, Prototyping, Web Design (HTML, CSS)

AppFolio | Lead Designer - Industry Design Project

FEBRUARY 2021 - PRESENT, SANTA BARBARA

- Supports cross-functional agile development team by creating wireframes, user flow diagrams, rapid prototypes and visual design to help communicate and validate design ideas
- Facilitates ongoing user research and usability testing for feature development
- Participates alongside engineering, QA and Product in LeanUX-inspired activities such as design studios, reviews, provisional personas and story mapping
- Evangelizes a cohesive user experience via the consistent use of UI patterns

Fieldscope | Lead Designer - Industry Design Project

JUNE 2020 - AUGUST 2020, REMOTE

- Partnered with stakeholders to prioritize redesigned features utilizing Lean UX methodology

- Built prototype to delivery key features of the product including user insights

FICO | Project Manager - Software Delivery

JANUARY 2017 - NOVEMBER 2019, AUSTIN, TX

- Led cross-functional teams on SaaS projects, utilizing Agile/SCRUM methodologies
- Worked on project deliverables with the product team
- Facilitated user testing and collected data and insights to take back to design team when needed
- Led standups and tracked project phases and provided frequent status updates to key project stakeholders and executives

Hewlett Packard Enterprise | Project Manager

SEPTEMBER 2014 - DECEMBER 2016, HOUSTON, TX

- Led cross-functional global teams with competing priorities to implement innovative IT solutions
- Conducted UAT testing with external clients and developers to ensure product delivery was to customer expectations; iterated on previous designs
- Worked with account teams to mitigate risks and escalations from external clients

EDUCATION

Springboard | Product/UX Career Track Certificate

DECEMBER 2019 - AUGUST 2020

- 700+ hours of hands-on course material, with 1:1 expert mentor oversight, and completion of 3 in-depth portfolio projects. Mastered skills in information architecture, sketching and wireframing, prototyping and testing, eCommerce and browsing, persuasive and anticipatory design, gamification and behavior change, dashboards and data design, social media and messaging, and product lifecycle.

University of Houston - Clear Lake | BAsC, Information

Technology | Double Minor in Web Design and Development

AUGUST 2010 - MAY 2014

- Coursework Included : Product Management, Human Computer Interaction, IT Project Management, Graphic Design, HTML, CSS, Photography, Color Theory