

WAFARIZVI

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SUMMARY

Driven UI / UX Researcher and UX Designer with over 5 years of experience in design research, defining user requirements, identifying opportunities for improvements, and developing solutions that will create an exceptional experience for users. Passionate about using mixed research methods that help in synthesizing data to develop actionable insights and encourage organizations to develop high-quality products to improve end-user experiences.

SKILLS AND TOOLS

- User Research and Interviews
- Qualitative and Quantitative Research
- Data Visualization and Stakeholder Analysis
- Usability and A/B Testing
- Wireframing and Prototyping
- Figma, Axure, Tableau, Miro, Jira and website design.
- Microsoft Office and Adobe Creative Suite
- AutoCAD, Revit, and Google SketchUp.

EDUCATION

- 05/2023
Online
Certificate in Data Visualization | ELVTR
Data storytelling, Data Analysis and Dashboard Design.
- 08/2021
Toronto, ON
PG Certificate in User Experience (UX) Design | York University
UI/UX Projects: *SheLaunch* - Women's Mobile App and an ER physician's Website.
- 05/2016
New Delhi, India
Master of Architecture in Urban Regeneration | Jamia Millia Islamia
Thesis: Sociocultural Revitalization of Ghalib's Gali using Memory, Identity & Historicity, Old Delhi.
- 05/2013
New Delhi, India
Bachelor of Architecture in Architecture Studies | Jamia Millia Islamia
Thesis: Redesign Ahmadi School for the Visually Impaired, A.M.U., Aligarh, India.

EXPERIENCE

- 09/2017 – Present
[MMD Studio](#)
[Basira Studio](#)
[Dezrupt](#)
Design Researcher (Remote Consultant)
 - Collaborate with cross-functional teams, including designers, to iterate and enhance brand identity from concept to launch, focusing on aesthetics and user experience improvement.
 - Conduct research to identify opportunities for enhancing the current user experience for both users and key stakeholders.
 - Translate user research findings into tangible branding elements, including brand identity, positioning, and messaging, to create a cohesive brand narrative.
 - Evaluate current product interfaces and suggest design enhancements to improve website aesthetics and usability while aligning with brand objectives.
- 02/2021 - 04/2023
Amazon YYZ4
Brampton, ON
FC Associate
 - Coordinated with team and management, to streamline operational processes in a dynamic environment, boosting productivity and successfully meeting key performance objectives.
- 08/2019 - 07/2020
Volunteer Toronto
Toronto, ON
Researcher and Community Events Volunteer
 - Represented VT at community events, volunteer fairs and expos and engaged with communities, youth & students to raise awareness on volunteering.
 - Researched and analyzed data of subscription-based services for various non-profit organizations involved in community engagement.
- 07/2016 - 04/2017
Design Route Studio
New Delhi, Delhi
Content Researcher
 - Managed the studio's Heritage Information Map Project (HIMP) for the historic Taj Mahal.
 - Interviewed subject experts, community members and academics for data collection.
 - Designed narrative, infographics, and illustrations for the interactive map through extensive research, data analysis, site visits and photographic documentation.