

Safa Hasan

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PROFESSIONAL EXPERIENCE

UX Designer at Nkomor Healthcare Inc. ([Refer to Portfolio](#)) November 2023 - Present

- **Redesigned** the Nkomor app to a **responsive website** with **Figma** from the **user research phase** to the **high-fidelity prototype phase** which successfully **increased user engagement by 40%**.
- Collaborated with the **CEO and CTO** in an **agile framework** using **Trello**, prioritized design tasks to meet a 6-week deadline, and **delivered high-fidelity prototypes 50% ahead** of the CEO's expected **timeline** using Figma.
- Coordinated with developers to **assess feasibility and technical constraints** by **leveraging task flow diagrams** designed with **Figjam** to optimize the user journey.
- **Transformed desktop designs** into a **mobile-friendly interface** by optimizing font sizes and designs for enhanced user experience on smaller screens which **increased website traction to the mobile**.

UX Designer at Orcasound October - December 2023

- **Collaborated** with multiple **UX designers** to develop a variety of designs, fostering a creative and collaborative environment for **ideation and iteration**.
- Conducted **A/B testing** by using **Ballpark** to make optimal design choices and **analyzed user feedback** that **guided** informed and impactful **design decisions**.

DESIGN PROJECTS

1. Airbnb: Conducted UX Research for User Retention ([Refer to Portfolio](#))

Conducted analyses on Airbnb competitors, performed **user interviews and usability tests**, and created a **persona and journey map** by leveraging all the insights **to create a strategic and effective loyalty program for user retention**. Presented my research to 40 students and 3 professors, **simulating a stakeholder scenario**.

2. Website Redesign for Congee Queen Restaurant ([Refer to Portfolio](#))

Redesigned the Congee Queens' online platform by elevating the user interface through a strategic **reorganization of information architecture** and incorporating **card sorting and task flow diagrams**. Facilitated **ideation** with **paper prototyping** and created polished **high-fidelity prototypes**. Presented our redesigned solution to our professor, **simulating a pitch presentation**.

EDUCATION

Humber College | User Experience Design Graduate Certificate, 3.9

August 2024

University of Toronto | Honours Bachelor of Science, 3.56

November 2022

CORE COMPETENCIES | UX Research & A/B Testing | Information Architecture | Persona & Journey Mapping | Competitive Analysis & Heuristics Evaluation | Wireframing & Prototyping

TECHNICAL | Figma | JIRA | Miro | Trello | Adobe Suite | Framer | Slack

