Ayesha Siddiqui

UX Designer and Researcher

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Highlights of Qualifications

- Currently enrolled in the Master of Engineering Design - Product Design program at McMaster University, eligible for a 4-12 month co-op starting in September 2024.
- Over 2 years of experience in UX Design, proficient in **designing**, **prototyping** and **wireframing** for web and mobile platforms, using **Figma** and AdobeXd.
- Proven ability to leverage **design thinking** for user-centric solutions, skilled in user research, interviews, usability testing, and developing storyboards and mockups.
- Currently collaborating in two business and strategic viability projects: to optimize patient flow at St. Joseph's Hospital, and to enhance accessibility of McMaster library's resources.

Education

Master of Engineering - Engineering Design, Product Design   **Sep 2023 - Present**
McMaster University, Hamilton, ON
- **Coursework:** Design Thinking, Prototyping Web & Mobile Applications, AR VR & Mixed Reality
- **Community Project:** 'Strategic Innovations to Improve the Hospital-Wide Flow of Elderly Inpatients'
    - Partnered with St. Joseph's Healthcare Hamilton in an interdisciplinary collaboration, synthesizing research data to guide strategic insights for patient centered care.

Bachelor of Science - Computer Science   **Sep 2018 - Aug 2022**
National University of Science & Technology, Islamabad, Pakistan
- **Coursework:** Human Computer Interaction, Web and Mobile Android App Development, Psychology.
    - Graduated in the top 10% of class.
- **Final Year Project:** 'ROAM' - An Interactive Map
    - Top 5% of 200 projects, gained acknowledgment from government representatives.

Semester Exchange Program   **Aug 2021 - Dec 2021**
Utah Tech University, St. George, Utah
- **Coursework:** Design Thinking, Entrepreneurship, iOS Application Development

Work Experience

Research Assistant   **May 2024 - Present**
University Library, McMaster University, Hamilton
Student Partners Project: Reimagining Library Guides through a Student-Centered Lens
- Conducting user interviews, **user research** and usability study of library guides, employing design thinking to gain qualitative data, enhancing the accessibility of library resources.
- Using tools like FigJam and Miro to conduct workshops for brainstorming sessions, testing ideas, and presenting suggestions creatively.

User Experience Designer   **Jan 2022 - Feb 2023**
Steed Softwares, Islamabad, Pakistan
Tech startup creating its own innovative software products and building solutions for other businesses.
- Conducted user research to develop an empathetic, user-centric approach for the product design of a tourism platform, enhancing user satisfaction and engagement.
- Collaborated with the design team, and also worked independently using **Figma** to create a comprehensive design system, ensuring consistency and improving design process efficiency.

Creative Designer   **Jan 2020 - Jan 2021**
Techylem Solutions (Pvt.) Ltd, Islamabad, Pakistan
Digital solutions startup specializing in UI/UX, and branding for small and medium businesses.
- Maintained high professionalism, prioritizing tasks to deliver solid, high-quality work on tight schedules, meeting all project requirements and client expectations.
- Leveraged strong **visual skills** and tools like Adobe Illustrator and **Adobe Xd** to design pixel-perfect, user-centered media posts that increased engagement by 30%.

Other Work Experience

Part-time Team Member   **Sep 2023 - Apr 2024**
Booster Juice, McMaster University, Hamilton, ON
- Effectively collaborated with the team and adapted to customer needs, boosting service efficiency by 15% and enhancing customer satisfaction for repeat business.

Seasonal Team Member   **Oct 2023 - Jan 2024**
Peoples Jewelers, Limeridge Mall, Hamilton, ON
- Enhanced customer satisfaction by successfully matching over 90% of customers with the right jewelry through direct engagement and understanding of customer needs.

Academic Achievements

Global UGrad Exchange Program Awardee   **Aug 2021**
United States Education Foundation in Pakistan
- Chosen from over 16,000 applicants as one of the top 200 to represent my country in a prestigious U.S. exchange program, reflecting academic and extracurricular distinction.

National Level CIVIC Hackathon 2020 - Winner   **Nov 2020**
Code for Pakistan and Telenor Velocity
- Led my team to victory over 152 teams at a national hackathon by developing and designing prototypes for a platform empowering Pakistani women with financial freedom.

Skills

User-Centered Design, Design Thinking, Problem-Solving, Written and Verbal Communication, User Research, Wire-framing and Prototyping, Storytelling, Usability Testing, Interaction Design, HTML, CSS, Javascript

Tools: Adobe Xd, Figma, FigJam, Miro, Adobe Illustrator, Adobe Photoshop, Unity, Microsoft Office

Languages: English *(Proficient)*, Urdu *(Native)*, Arabic *(Beginner)*