

Ayesha Khan

UX/UI Designer looking to craft memorable user experiences with compassion, ingenuity, and human-centered design thinking.

CONTACT INFO

Portfolio:
www.hiayeshakhan.com
Phone: (714) 702-9388
Email: akhalid328@yahoo.com

EXPERIENCE

Peraton, Windsor Mill, MD — User Experience Design Specialist

June 2020-Present

- **Northrop Grumman**
 - Nov 2020-January 2020 (acquired by Peraton)
- **Tek Systems –Contractor**
 - June 2020-November 2020
- Currently working on the Social Security Administrations ITSSC-2 contract as a UX Design Specialist on the Quality Review Case Processing System redesign.
- Research current business process and understand business goals from key stakeholders
- Research and understand user needs, pain points, and goals
- Create and document deliverables including interaction flows, lo fidelity wireframes, and design recommendations.
- Create high fidelity mockups and prototypes using Axure 7 RP
- Conduct user feedback sessions on screen designs and A/B testing
- Collaborate with developers, Analysts, Product Development teams, and key stakeholders in an agile environment to understand goals, timelines, constraints, budget, and bring design solutions to life.

United Solutions LLC, Rockville, MD — User Experience/ User Interface Designer

June 2019 - June 2020

- Managing digital experiences for primarily government clients such as The Department of Health and Human Services, The Center for Disease Control, and The General Services Administration.
- Oversaw end to end product design process from concept to delivery.
- Lead user research including market research and competitive analysis to uncover insights
- Interview users to identify problems and define pain points, needs, and wants.
- Interview stakeholders to identify project vision and goals.
- Create deliverables including site maps, user personas, interaction flows, storyboards, and lo-fidelity wireframes
- Design and convert wireframes from concepts into functional prototypes

SKILLS

Agile Methodology
HTML CSS
Axure 7, Sketch, Figma, Invision, Zeplin
Research and Analysis
User Personas
Wireframing
Prototyping
Usability Testing, A/B Testing/Card Sort
User/Task Flows
Information Architecture/Site Mapping
Content Writing

EDUCATION

The Ohio State University, — B.A Psychology

September 2011- August 2013

Designlab UX Academy— UX Certification

Jan 2019 - May 2019

utilizing tools such as Sketch and Figma

- Conduct usability, A/B testing, and card sort to gather feedback and iterate as necessary to enhance the user experience.
- Collaborate cross functionally with visual designers, developers, data analysts, and project manager to understand timelines, technical constraints, and feasibility of product vision.

Keller Williams Realty Centre, Columbia, MD — *Real Estate Consultant*

February 2017- 2019

- Interview clients to help identify and determine needs/wants, timeframe, budget, and goals.
- Conduct market research of the local, county, and statewide housing market to analyze competition and design a winning strategy for clients.
- Craft specially tailored list of homes based on multiple rounds of client feedback and iteration.
- Work in collaboration with escrow companies, lenders, home inspectors, and other third-party operators help the client achieve their objective.
- Perform follow up interviews with clients to identify any pain points, pleasure points, and ensure needs/goals were met.

Pacific Life Insurance Company, Newport Beach, CA — *Annuity Product Specialist*

July 2015 - July 2016

- Delivered exceptional customer service to investment clients and financial representatives by providing information regarding investment product features, contract values, withdrawals, fund performance, outstanding issue requirements, 1035 exchanges, IRA/Qualified Plan transfers and rollovers, agent licensing commissions, death benefits/claim options, cost basis, investment fund choices, processing trades, and annuitization quotes.
- Worked with customers to troubleshoot technical issues with web portal and website.
- Ideated solutions to technical problems facing customer base through lo-fidelity sketches and wireframes.
- Presented user case and design solutions to stakeholders to get by in on website and portal redesign to ensure accessibility for all users

American Dermatology, Diamond Bar, CA— *Administrative Assistant*

September 2013-July 2015

- Strategized and organized with COO and employees in finding solutions to any problems presenting itself in office or through the patient base to come up with efficient solutions for a smoother flow of business and more efficient workflow for employees.
- Conducted research and user interviews with patients and office administrators to identify pain points in areas pertaining to scheduling and interoffice communications
- Led discussion with stakeholders to understand business goals, constraints, and budget
- Conducted user testing with both office administrators and patients to validate design solutions

- Multi-tasked different projects at once with conflicting deadlines in a timely and professional manner, while organizing and prioritizing projects based on levels of importance.

Nationwide Financial, Columbus, OH— *Customer Document Specialist*

August 2010-October 2012

- Handled documents pertaining to Life Insurance policies, Annuities, Pensions, and Retirement.
- Updated files, and maintained a variety of records such as money, claims, beneficiary changes, power of attorney documents and other client documents.
- Received, reviewed, and compared documents, forms, or applications for completeness and accuracy.
- Performed complex data entry tasks for which there is a moderate variation of format and procedures with general instructions for coding and entering data; check and correct entry for input errors.