

Abdul Zuriki

Belle Mead, NJ 08502

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PROFESSIONAL SUMMARY:

Passionate and detail-oriented User Experience Designer with a strong background in creating user-centric designs through extensive research, testing, and iteration. Seeking to leverage my expertise in usability testing, design thinking, and cross-functional collaboration to contribute to a dynamic team and drive the success of forward-thinking projects.

WORK EXPERIENCE:

Associate UX Designer, Tata Consultancy Services XTG

Remote (September 2022 – May 2024)

- Achieved a 30% increase in employee engagement and a 23% improvement in overall portal satisfaction scores for Kaiser Permanente by developing a hyper-personalized employee portal design based on user data.
- Accomplished a 42% reduction in page load times, a 35% increase in user satisfaction ratings by redesigning the Stellantis Market Center portal and ensuring 100% consistency with Stellantis branding guidelines.
- Attained a 28% increase in user-centric design solutions, a 17% increase in task completion rates, and a 13% decrease in user error rates by conducting over 50 user research interviews with stakeholders, identifying 14 key user needs and preferences, and performed usability testing and A/B testing
- Facilitated 10 design sprints with cross-functional teams, leading to a 50% reduction in the time required to prototype solutions and a 25% increase in the number of viable design solutions generated.
- Developed 100+ mockups, wireframes, prototypes, and design specifications, and created detailed user flows and journey maps for 5 major projects, improving usability testing success rates by 36%, reducing development time by 23%, enhancing user navigation efficiency by 33%, and decreasing user drop-off rates by 18%.

Product Designer, Critical Response Group

Hamilton, NJ (March 2022 – August 2022)

- Achieved a 29% increase in user satisfaction scores and a 15% reduction in user-reported issues by suggesting design enhancements that improved user experience.
- Converted project specifications into detailed solutions, reducing production errors by 28% and decreasing production time by 12%.
- Utilized Adobe Illustrator and Adobe Photoshop to design over 200 maps, graphics, illustrations, and layouts. Compiled data, aerial photographs, and survey notes for new map development, contributing to a 27% reduction in project turnaround time and improving map accuracy by 25%.
- Managed multiple projects simultaneously in a demanding environment with tight deadlines, achieving 100% on-time project delivery and a 24% increase in team productivity.
- Applied critical thinking to break down complex problems, evaluate solutions, and make decisions, resulting in a 33% improvement in project efficiency and a 25% reduction in problem resolution time.

User Experience Researcher, Coe LLC

Highland Park, NJ September 2019 – May 2020)

- Attained an 18% increase in app traffic by conducting tens of QA tests and usability tests using both qualitative and quantitative research methodologies.
- Achieved a 36% improvement in matching human-centered design specifications with user needs by developing personas, user scenarios, and test cases.
- Facilitated a 26% increase in successful designs delivered to stakeholders by creating wireframes and

prototypes.

SKILLS:

- Design Thinking
- Problem Solving
- Design Systems
- Information Architecture
- Data Analysis
- User Experience Testing
- Agile Methodologies
- Scrum Methodology
- A/B Testing
- Visual Design Principles
- Wireframing & Prototyping
- Usability and Accessibility

Tools

- Adobe Creative Suite
- Jira
- UXPin
- Figma
- Notion
- Slack
- Sketch
- Zeplin
- Visual Studio

EDUCATION:

B.A., Information Systems, **New Jersey Institute of Technology**

January 2018 – August 2020

A.D., Business and Information Systems, **Middlesex County College**

September 2016 – December 2017