

# Abdul Zuriki

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Portfolio: [www.abdulzuriki.com](http://www.abdulzuriki.com)

## Professional Summary:

UX/Product Designer specializes in creating user-centric digital experiences and services that lead individuals to use them quickly, in an intuitive way and drive engagement and improve usability. Skilled in converting complex user demands into clear interaction flows, scalable design systems, and high-impact product solutions. Extensive experience of user research, usability testing, cross-functional collaboration, with a focus on aligning user needs with business goals.

## Work Experience:

### Associate UX Designer

*Tata Consultancy Services XTG — Remote*  
*Sep 2022 – Sep 2025*

- Designed a hyper-personalized digital employee experience platform for healthcare provider Kaiser Permanente, improving engagement by 30% and satisfaction by 23%.
- Led UX redesign of the Stellantis Market Center portal, improving navigation clarity, interface responsiveness, and content discovery while reducing load times by 42%.
- Conducted 50+ user interviews and usability studies to uncover real operational pain points and inform product decisions.
- Created 100+ wireframes, user flows, and interactive prototypes that guide engineering implementation and improved platform usability.
- Collaborated with product managers and engineers during fast-paced design sprints, accelerating prototyping and development cycles by 50%.
- Reduced task completion errors by 13% and increased task success rates by 17% through iterative design improvements.
- Developed scalable design systems and reusable UI components to ensure consistency across products.

### Product Designer

*Critical Response Group — Hamilton, NJ*  
*Mar 2022 – Aug 2022*

- Designed dashboards and interfaces optimized for real-time decision-making in high-pressure environments.
- Translated complex operational requirements into clear, intuitive interface systems that improved usability and clarity.
- Created visual assets, product layouts, and UI components used across both digital and print environments.
- Produced 200+ design assets and illustrations supporting product development and operational tools.
- Collaborated with stakeholders to prioritize features based on user impact and operational value.
- Maintained visual consistency across multiple product touchpoints and platforms.
- Improved information hierarchy and visual clarity within mapping tools to enable faster decision-making.
- Delivered under tight operational timelines with 100% on-time execution.
- Improved project efficiency by 33% by breaking down complex problems into clear product solutions.

## User Experience Researcher

*Coo-e LLC (Startup) — Highland Park, NJ*

*Sep 2019 – May 2020*

- Conducted usability testing and behavioral analysis to understand how users interact with digital products.
- Performed qualitative and quantitative research to identify friction points within the product experience.
- Developed personas, user scenarios, and journey maps to guide product development decisions.
- Increased app traffic by 18% through insights-driven product improvements.
- Improved alignment between product functionality and user expectations by 36%.
- Facilitated research sessions and gathered insights from users to inform feature prioritization.
- Created wireframes and prototypes to test potential product improvements before implementation.
- Documented research insights and delivered findings to stakeholders to inform design and product strategy.
- Collaborated with designers and product teams to translate user feedback into actionable design improvements.

## Guest Experience Specialist

*Bob's Discount Furniture – Monmouth Junction, NJ*

*Jan 2019 – Present*

- Consistently achieved 96%+ of individual sales targets through consultative conversations focused on customer needs and long-term satisfaction.
- Led discovery-style conversations with customers to understand preferences, constraints, and decision factors before recommending solutions.
- Built strong relationships that resulted in a 33% increase in repeat customers.
- Navigated objections and budget considerations while maintaining positive customer experiences and closing sales.
- Collaborated with sales team members to exceed store goals, contributing to a 21% improvement in team sales performance.
- Recognized for strong communication, persistence, and ability to turn initial conversations into completed sales.

## Skills & Tools:

**UX & Product Design:** User Research • Usability Testing • Interaction Design • Information Architecture • Journey Mapping • Design Systems • Prototyping.

**Tools:** Figma • Adobe XD • Sketch • UXPin • Zeplin • Miro.

**Technical:** Basic HTML / CSS / JavaScript, Agile / Scrum, Accessibility & Usability Standards.

## Education:

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

*Jan 2018 – Aug 2020*

**A.D., Business & Information Systems – Middlesex County College**

*Sep 2016 – Dec 2017*