Somreen Safdar

UX Designer | UX Researcher | Product Designer | Accessibility Specialist | Service Designer | Certified
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Status: Canadian Citizen / US Permanent Resident

PROFILE:
UX Designer specializing in translating complex enterprise challenges into intuitive, accessible digital experiences across websites, mobile applications, customer portals, and internal platforms. Brings over 10 years of experience across healthcare, fintech, and government, with deep expertise in design systems architecture, service design, and WCAG 2.1–compliant solutions that balance accessibility with innovation.

CORE EXPERTISE:

Product / UX Design Skills Human-Centered Design (HCD), Design Thinking, Interaction Design, Heuristic Evaluation, Low-Fidelity Wireframes, Mid-Fidelity Wireframes, High-Fidelity Wireframes, Mock-ups, Low-Fidelity Prototyping, High-Fidelity Prototypes, Interactive Prototypes, Dashboard Design, Data Visualization, Complex Workflows, Data Storytelling, Dashboard Usability.

UX Research Skills User Research Planning, Field Research, Design Research, User Interviews, Surveys, Storytelling, User Storyboards, Journey Mapping, Personas, Empathy Maps, Sitemaps, Card Sorting, **Interviews, Ethnography, Diary studies, Card Sorting, workshops**. User Scenarios, Usability Testing (Moderated & Unmoderated), Task Analysis, Research Strategy & Synthesis, Findings Analysis, Iterative Design, Qualitative and Quantitative Research

Service Design Skills Service Blueprinting, Ecosystem Mapping, Journey Mapping, User Flows, Design Workshops, Co-Design Workshops, Stakeholder Workshops, Change Management Integration, Service Model Implementation

Design Systems & UI Architecture Design Systems Strategy, Figma Design Systems, Design Systems Adoption, Cross-Platform Governance, Component Libraries, Figma Auto Layout, Design Tokens, Scalable UI Architecture, Design Consistency, Interactive Design Systems and UX Artifacts

Accessibility & Compliance Skills Accessibility-First Design, WCAG 2.1 (AA/AAA), WCAG Standards, Accessibility Audits, Inclusive Design, QA Collaboration, Accessible Interface Design

Agile & Cross-Functional Collaboration Agile/Scrum, Sprint-Based Design, Cross-Functional Collaboration, Stakeholder Management, Business User Engagement, Developer Collaboration, Design Reviews, Continuous Improvement, Iterative Design Process, Design Guidance

Analytics & Data-Driven Design Google Analytics, Heatmaps, A/B Testing, Experiment Design, UX Analytics Interpretation, Conversion Optimization, Data-Informed Design

Industry Experience Healthcare, Financial Services, Government Systems, Municipal Sector, Enterprise Software, SaaS Platforms, Web Applications, Mobile Applications, Customer Portals, Internal Systems, Data Entry Interfaces

TECHNICAL SKILLS:

- **Design & Prototyping** Figma, FigJam, Sketch, Adobe XD, Zeplin, Axure, InVision, Miro, Mural, Canvas, Balsamiq, Marvel
- **Research & Testing** Optimal Workshop, Dovetail, Hotjar, Usability Testing, A/B Testing, User Testing
- **Analytics & Optimization** Google Analytics 360, Adobe Analytics, web analytics tools. Heatmaps, Conversion Analysis, Google Workspace
- **Accessibility & QA** WAVE, Axe, Siteimprove, WCAG 2.1 Evaluation, Responsive Web Design, Accessibility Testing & Audits
- **Collaboration & Delivery** Jira, Confluence, Notion, Trello, Slack, MS Teams, Scrum Methodologies, Kanban Workflows
- **Productivity & AI** ChatGPT, Claude, GenAI, Copilot, Loveable, Relume, UX Pilot
- **Additional Skills** Motion Graphics & Animation, HTML/CSS, Power BI Dashboards, Power BI platform template creation, SQL.
- Proficient in Microsoft Word, Excel, and PowerPoint.

KEY ACHIEVEMENTS:

- Designed and implemented enterprise-level software solutions for government and private sectors.
- Improved task completion rates by 40% through optimized data entry workflows.
- Developed a scalable design system, ensuring consistency across digital platforms.
- Conducted accessibility audits, ensuring **WCAG 2.1 compliance.**

EDUCATION:

UX/UI Design & Human-Computer Interaction – University of Toronto (2020 – 2021)
B.Sc. Marketing – Southeastern University, Washington DC

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT:

- Accessibility & Inclusive Design Training – IAAP
- Google UX Certification - 2025
- UX/UI Design Certification – University of Toronto (2020 – 2021)

AWARDS & RECOGNITION:

- Recognized for leading UX innovation at WINOX Inc (2025).
- Designed award-winning User Research initiatives at the City of Richmond Hill (2024)

PROFESSIONAL EXPERIENCE:

UX Designer (Remote)
WINOX – Ontario, CA **Nov 2024 – Dec 2025**

*Led **end-to-end product design** for digital marketing agency serving small and mid-sized business clients, driving measurable improvements in user engagement and conversion.*

- Applied **data storytelling principles** to design Power BI dashboards that communicated complex performance metrics through **clear visual narratives**, enabling leadership to quickly understand team productivity and project outcomes.
- Worked on **Fintech Projects with American Express and Royal Bank of Canada**. Created **Mobile App onboarding process, reward dashboards, build customer portal and updated web pages**.
- Built **product design** for web and mobile experiences—from discovery and **information architecture** to wireframing, prototyping, and high-fidelity visual design—using **Figma, Sketch, and equivalent tools** to drive measurable user and business outcomes.
- Successfully balanced and delivered multiple high-priority projects simultaneously
- Conducted **comprehensive UX audits** to identify usability and accessibility gaps, translating insights into scalable, results-driven design improvements.
- Leveraged **quantitative, results-driven design techniques** including analytics, heatmaps, and **A/B testing** to inform data-driven decisions and optimize key product metrics.
- Designed and implemented **scalable design systems** with **reusable components**, ensuring consistency, accessibility, and long-term product scalability.
- Ensured compliance with **WCAG accessibility standards and best practices** through usability testing, accessibility reviews, and inclusive design evaluations.
- Led and facilitated **user and co-design workshops**, aligning cross-functional stakeholders and validating concepts through collaborative ideation and testing.
- Presented **strategic UX and product recommendations** to senior stakeholders, clearly linking design decisions to reduced friction, improved usability, and increased conversion rates.
- Tools: Figma, FigJam, Miro, Jira, Confluence, Wave, Heatmaps, Google Analytics, Slack, Teams, ChatGPT
  Key Achievement: Recognized for **UX innovation** after redesigning **e-commerce checkout flow** that reduced cart abandonment by 32% and increased revenue by $450K annually for key client.

UX Designer (Remote)
Ritchie Bros – Maryland USA **Apr 2024 – Nov 2024**
*Hired to diagnose and resolve critical **usability issues** in underperforming digital tools, including the **Mobile Inspection App**, **Asset Management Entry Software**, and **Taxonomy Hierarchy dashboards**. Conducted UX evaluations and redesigns to improve clarity, streamline workflows, and increase adoption among end users.*

- Structured dashboards with **clear information hierarchy, filters, drill-down functionality, and consistent visual design**, improving **dashboard usability and accessibility for non-technical users**
- Conducted **qualitative and quantitative research**, Including **User Interviews, Contextual inquiries, Surveys, Diary Studies and usability.**
- Developed, maintained and evolved **Style guides**, **Components libraries**, and **Figma Design systems** to ensured consistent colors, typography, icons, and layout patterns.
- Led **end-to-end service and product design** for public-facing platforms, applying strong **information architecture** through journey mapping, persona creation, wireframing, prototyping, and usability testing.
- Designed and optimized **web and mobile experiences** using **quantitative, results-driven techniques** including Google Analytics, heatmaps, and **A/B testing** to identify usability gaps and improve engagement.
- Conducted **usability testing, accessibility audits, and UX evaluations** to ensure compliance with **WCAG standards** and accessibility best practices.
- Led **user research efforts** (surveys, interviews, usability testing) to inform design decisions, optimize workflows, and improve both customer-facing and internal tools.
- Facilitated and led **cross-functional stakeholder workshops** to map service journeys, redesign critical services, and align teams on shared UX and business goals. Presented research findings in a clear, impactful manner to cross-functional stakeholders.
- Delivered **service blueprints and implementation roadmaps** adopted by multiple departments, contributing to a **30% increase in customer satisfaction** through UX and self-service portal enhancements
- Tools: Figma, Figjam, Miro, Jira, Confluence, Axe Accessibility Checker, Wave, Heatmaps, Google Analytics, Slack, Teams, GenAI
  Key Achievement: Delivered **service improvements** contributing to 30% increase in **customer satisfaction** scores and 15% reduction in support ticket volume.

UX Designer (Remote)
City of Richmond Hill - Ontario, CA **Apr 2022 – Apr 2024**
*Sole **UX designer** responsible for redesigning **municipal website** and creating **accessible digital services** for 200,000+ residents.*

- Created **Power BI dashboard templates and reporting frameworks** to standardize **data storytelling and visualization best practices across departments**.
- Enabled **self-service analytics** by designing dashboards that allowed project managers to independently explore **team performance metrics and operational insights**.
- Designed and delivered **municipal digital services** with an **accessibility-first approach**, ensuring compliance with **AODA and WCAG 2.1** to provide equitable access for all residents.
- Created and maintained a **scalable Figma design system** with reusable components, promoting **inclusive, consistent user interfaces** across municipal platforms.
- Led and delivered multiple projects in parallel across cross-functional teams.
- Integrated **Google Analytics dashboards**, **Hotjar behavior tracking**, and **Power BI reporting** to identify barriers in user journeys, driving design improvements that reduced bounce rates by **22%**.
- Conducted **A/B testing** on homepage layouts, onboarding flows, and service pages, using insights to increase sign-up conversions by **15%** while ensuring accessibility standards were maintained.
- Led **co-design workshops and user research sessions** with city staff and residents, including users with accessibility needs, to validate solutions and improve access to online permits and core municipal services.
- Developed **journey maps, prototypes, and service flows** that enhanced digital inclusivity, improved resident experience, and increased customer retention.
- Designed **accessible resident portals and data-entry forms**, reducing processing time by **35%** and improving efficiency for users of all abilities.

- Collaborated within **Agile environments**, contributing to sprint planning, backlog grooming, and iterative delivery, balancing **user needs, accessibility requirements, and government policy constraints**
- Tools: Figma, Adobe XD, Miro, Optimal Workshop, Jira, Google Analytics, Heatmaps, Wave, MS Teams, ChatGPT
  Key Achievement: Designed award-winning **user research initiative** that uncovered critical **accessibility barriers**, resulting in policy changes improving **digital equity** for 12,000+ residents with disabilities.

UX Designer (Onsite)
Axsolve Inc. – Virginia, USA **Jan 2016 – Mar 2022**
*Agency **UX designer** delivering outsourced solutions for government, healthcare, and financial sector clients as part of 5-person design team.*

- Designed **enterprise-level digital products**, including financial software for **RBC** and digital platforms for **Canada Border Services**, improving usability and operational efficiency.
- Partnered with cross-functional **Agile teams** to define user needs, facilitate ideation sessions, and prototype **health-tech and enterprise tools**.
- Developed **service prototypes** and conducted concept testing, integrating feedback to refine design iterations and enhance product adoption.
- Created **self-service customer portals**, reducing support requests by **40%** and improving user satisfaction.
- Facilitated **cross-functional workshops** using formal **Design Thinking methods** to uncover user needs, align stakeholders, and co-create innovative product solutions.
- Conducted **extensive user research, usability testing, and A/B testing** to inform data-driven design decisions.
- Led cross-functional teams to ensure alignment between **UX, development, and business objectives**, driving cohesive product delivery.
- Spearheaded development of **responsive, mobile-friendly applications** for internal corporate tools, streamlining workflows and improving employee efficiency.
- Tools: Adobe XD, Figma, Hotjar, Google Optimize, HTML/CSS, Trello, Jira, Confluence.
  Key Projects: Financial SaaS platforms, government portals, healthcare applications, customer service tools, internal enterprise software.

UX Researcher & UX Designer
Insception Lifebank Cord Blood Bank (Healthcare)– Ontario, CA
Jan 2013 – Jan 2016

- Conducted **qualitative and quantitative user research**, analyzing behavior, pain points, and workflow inefficiencies to inform actionable UX strategies.
- Delivered **end-to-end service improvement recommendations** for lab and customer service workflows, enhancing operational efficiency and user satisfaction.
- Designed and developed **mobile healthcare applications**, improving patient tracking, engagement, and care coordination.
- Led **competitor analysis** and benchmark studies, providing data-driven insights to guide UX strategy and product prioritization.
- Conducted and contributed to **formal design review sessions**, presenting UX concepts, integrating stakeholder feedback, and refining designs to balance **user needs, technical feasibility, and business objectives**.
- Co-led implementation of **service enhancements**, resulting in a **25% decrease in customer complaints** and measurable improvements in user experience.

Early Career Experience

UX Researcher – | Forey Group – A Children Educational & Food Company, Ontario | *Jan 2010 – Nov 2012*

- Conducted **user research**, **heuristic evaluations**, and **usability testing** supporting SaaS product development.
  Built **personas** and **journey maps** informing design strategy.

UX Research Analyst | Region of Peel (Waste Management), Ontario | *Mar 2006 – Dec 2009*

- Led **accessibility audits** and stakeholder interviews for municipal digital services. Conducted lab-based testing with diverse user groups including seniors and non-native English speakers.