Afiya Juyairia

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Linkedin

RELAVANT EXPERIENCE

Senior UX Designer (Team Lead) @ CheckSammy
March 2024 - Present

- Lead design team by providing feedback, mentorship, facilitate collaboration, and communication with upper management
- Implemented process improvements to reduce design cycle times
- Created the customer service journeys to identify pain points and key opportunities for improvement
- Created user personas to aid in user advocacy to business stakeholders
- Created and maintained a comprehensive knowledge base, improving team productivity and knowledge sharing
- Presented holistic design solutions to executives, leading to the successful improvements to friction points on the service journey

World Traveller - Career Sabbatical
July 2023 - Feb 2023

- Immersed myself in diverse cultures to make observations on how humans interact with each other, technology and societal structures
- Navigated through 18 countries (solo and in groups), honing adaptability, cultural sensitivity, problem-solving, and communication skills in dynamic and unfamiliar settings.

Senior Product Designer @ Capital One
June 2022 - July 2023

- Drove the redesign of the Capital One Canada website, researching customer needs and trends in FinTech to increase customer acquisition
- Led design workshops with marketing, tech, and product teams to align product strategies with business & customer needs
- Designed key product features on mobile app, resulting in a significant reduction in call centre volume
- Performed qualitative and quantitative research, providing insights that informed key design decisions and improved usability on mobile experience
- Built the C1 Canada design system and created the process for contribution

Product Designer @ Papercurve
May 2021 - June 2022

- Improved team productivity by creating a design system
- Create mobile, tablet and desktop responsive UI
- Took ownership of ambiguous user problems and turn them into concrete solutions, from proposal, to kick-off, vision, research, design, and hand-off
- Shaped product roadmap by prototyping, pitching new ideas and gaining cross-functional buy-in
- Created robust collaboration system with business & tech teams to create feasible, desirable and viable design solutions and decrease design delivery time

Instructional & Web Designer @ Wilfrid Laurier University
Sept 2020 - April 2021 (Contract)

- Redesigned webpages mockups on the university EDI department's website informed by user research
- Created engaging and accessible learning modules with multimedia content for on-demand EDI training course
- Conducted interviews with faculty members, university researchers, and staff to gather user needs for website redesign

UX Designer @ Skill Squirrel
Nov 2019 - August 2020 (Contract)

- Redesigned the app's information architecture to improve key user flows and enhance usability
- Led weekly design reviews and corresponded with engineering teams to ensure seamless implementation of design solutions
- Assisted with pitch preparation and demos for VC firms, incorporating customer & market research insights to strengthen presentations

EDUCATION

(Hon. BDes) User Experience Design
Wilfrid Laurier University
Bachelor of Design, Philosophy Minor

SKILLS

DESIGN -

UX Research, UX Design, Product Strategy, Storytelling, Tracking UX Metrics, Design Thinking, HTML/CSS, Journey Mapping, Typography, Product Management, UX Writing, Usability Testing, Visual Design, Generative AI

TOOLS -

Figma
Adobe CC (XD, AE, Photoshop, Illustrator)
Miro
Maze
Webflow
Fullstory
Github
Survey Monkey
Notion
Jira
Qualtrics
Principle
Optimal Workshop
UserTesting.Com
Storybook

ACTIVITIES

Mentor
Wilfrid Laurier University

Hackathon Winner
Capital One - Gift the Code

Digital Marketing Consultant
Cafe Colombia Dhaka

Volunteer Crisis Responder
408 Helpline