mariam aziz.

Product & Visual Designer   **hello@mariamdesign.me**   **www.mariamdesign.me**   **518-313-9786**

About me

Product and Visual Designer with a focus on enterprise UX, design systems, and complex user workflows. Experienced in end to end product design, cross functional collaboration, and delivering accessible, high impact solutions at scale.

Experience

TrendyMinds, Senior Visual Designer   **Tampa, FL** | April 2021 - Current

- Lead end-to-end product design for enterprise clients including Eli Lilly, Salesforce, Slack, and Cummins, spanning discovery, wireframing, prototyping, and high-fidelity UI for complex enterprise platforms.
- Build and scale modular Figma design systems and component libraries adopted across multiple brand teams, reducing design-to-development build time by 25%.
- Design, prototype, and usability-test interactive learning modules and workflows, achieving a 100% task-success rate and consistently strong usability feedback.
- Collaborate cross-functionally with product managers and engineers in agile sprints to define user journeys, validate interaction patterns, and ensure alignment with technical and accessibility standards (WCAG 2.1).
- Mentor junior designers and document internal best practices, improving cross-team collaboration and visual consistency across products.

InPlace Marketing, Graphic Designer   **Tampa, FL** | Feb 2020 - April 2021

- Developed digital brand systems and marketing templates for Lennar and Mattamy Homes, strengthening visual consistency across web, email, and print channels.
- Streamlined email and social design templates, reducing production timelines by approximately 20%.
- Partnered with developers and marketers to refine layouts, improve responsiveness, and ensure cross-device performance.

Bisk Education, Multimedia Designer   **Tampa, FL** | July 2019 - Feb 2020

- Created digital campaigns for national university partners including Villanova, Notre Dame, and Florida Tech, supporting lead generation and brand awareness goals.
- Used A/B testing insights to refine layouts and messaging, increasing click-through rates by 15%.
- Collaborated with marketing strategists to align creative execution with user goals and campaign performance metrics.

Education

University of South Florida BFA // Graphic Design Minor // Art History

Google UX Design Professional Certificate // Coursera

Skills

Figma • Design Systems • Prototyping • UX/UI Design • Accessibility (WCAG 2.1) • Responsive Web Design • Usability Testing • Information Architecture • Agile Workflows • Design Documentation & Handoff • Cross-Functional Collaboration • Stakeholder Alignment • Strategic Thinking • Problem-Solving • Adobe Creative Suite