

mariam aziz.

Product & Visual Designer

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Experience

TrendyMinds, Tampa, FL

Senior Visual Designer | 2021 - Current

- Lead end-to-end product design for enterprise clients including Eli Lilly, Salesforce, Slack, and Cummins, delivering responsive web experiences and interactive prototypes aligned with business goals.
- Build and scale modular Figma design systems adopted across multiple brand teams, reducing design-to-dev build time by 25%.
- Design and test interactive learning modules, achieving a 100% task-success rate and strong usability feedback.
- Collaborate cross-functionally with engineering and product stakeholders in agile sprints to align UI decisions with technical and accessibility standards (WCAG 2.1).
- Mentor junior designers and document internal best practices to improve collaboration and design consistency across teams.

InPlace Marketing, Tampa, FL

Graphic Designer | 2020 - 2021

- Developed digital brand systems and marketing templates for Lennar and Mattamy Homes, strengthening visual consistency across print and digital channels.
- Streamlined email and social design templates, shortening production cycles by ~20%.
- Collaborated with developers and marketers to improve workflow efficiency and ensure cross-device performance.

Bisk Education, Tampa, FL

Multimedia Designer | 2019 - 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 data to refine layouts and visuals, increasing CTR 15%.
- Partnered with marketing strategists to ensure alignment between creative output, 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