

mariam aziz.

Senior Product & UX/UI Designer

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Summary

Senior Product & UX/UI Designer specializing in design systems, component libraries, and high-fidelity interface design for enterprise B2B platforms. 5+ years delivering end-to-end product design across complex SaaS workflows in fast-paced agency environments, with deep expertise in Figma, interaction design, and cross-functional collaboration. Proven ability to scale modular design systems, align stakeholders, and ship accessible, production-ready UI at enterprise scale.

Experience

TrendyMinds, Tampa, FL

Senior UX/UI Designer | April 2021 - Current

- Lead end-to-end product design for enterprise clients including Eli Lilly, Salesforce, Slack, and Cummins, spanning discovery, journey mapping, wireframing, prototyping, and high-fidelity UI for complex B2B platforms.
- Build and scale modular Figma design systems and component libraries using Auto Layout and Variants, adopted across multiple brand teams and reducing design-to-development handoff time by 25%.
- Design, prototype, and usability-test interactive learning modules and user workflows, achieving a 100% task-success rate and consistently strong usability scores.
- Partner cross-functionally with product managers and engineers in agile sprints to define user journeys, validate interaction patterns, and ensure alignment with technical constraints and accessibility standards (WCAG 2.1).
- Mentor junior designers and document internal design best practices, improving cross-team visual consistency and design-to-development collaboration across products.

InPlace Marketing, Tampa, FL

Visual Designer | April 2020 - April 2021

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

Bisk Education, Tampa, FL

Multimedia Designer | July 2019 - March 2020

- Created digital marketing campaigns for national university partners including Villanova, Notre Dame, and Florida Tech, supporting lead generation and brand awareness goals.
- Applied A/B testing insights to refine layout and messaging, increasing click-through rates by 15%.
- Aligned creative execution with marketing strategy and user behavior data to optimize campaign performance.

Skills

Figma (Auto Layout, Variants, Components) · Design Systems · Component Libraries · UI/Visual Design · Interaction Design · Prototyping · Responsive Web Design · Visual Brand Identity · User Journey Mapping · Information Architecture · Usability Testing · Design Handoff · Accessibility (WCAG 2.1) · Agile Workflows · Cross-Functional Collaboration · Stakeholder Alignment · Design Documentation · Strategic Thinking · Adobe Creative Suite · Figma · Design Tokens

Education

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

Google UX Design Professional Certificate // Coursera