

mariam aziz.

Senior Product & UX/UI Designer

hello@mariamdesign.me | www.mariamdesign.me | linkedin.com/in/mariamdesignme | 518-313-9786

About me

Senior Product & UX/UI Designer with 7 years delivering end-to-end design for enterprise clients including Salesforce, Eli Lilly, and Slack. Specializes in design systems, component libraries, and high-fidelity UI across regulated and enterprise B2B environments. Deep expertise in Figma, interaction design, and research synthesis, with a proven ability to scale modular systems, align stakeholders, and ship accessible, production-ready UI.

Experience

TrendyMinds, Tampa, FL

Senior Product & UX/UI Designer | April 2021 – Current

- Lead end-to-end product design for enterprise clients including Eli Lilly, Salesforce, Slack, and Cummins across discovery, wireframing, prototyping, and high-fidelity UI.
- Design and usability-test interactive learning modules achieving a 100% task success rate in FDA Human Factors Testing.
- Build and scale modular Figma design systems and component libraries, including design token architecture, reducing design-to-development handoff time by 25%.
- Leverage AI tools to automate design token workflows, accelerate research synthesis, and streamline documentation.
- Partner cross-functionally with product managers and engineers in agile sprints, ensuring alignment with technical constraints and WCAG 2.1 accessibility standards.
- Mentor junior designers and document design best practices, improving cross-team consistency and collaboration.

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

- Designed digital marketing campaigns for national university partners including Villanova, Notre Dame, and Florida Tech, driving lead generation across web, email, and social media.
- Used A/B testing data to refine layouts and visual hierarchy, increasing click-through rates by 15%.
- Translated user behavior insights and marketing strategy into visual decisions that improved campaign performance.

Skills

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

Education

University of South Florida · BFA in Graphic Design, Art History Minor

Google UX Design Professional Certificate · Coursera