

# Noor Riaz

UX Designer & UX Researcher | Vancouver, BC

Ambitious self-taught UX designer blending empathy, storytelling, and creative problem-solving to craft accessible, visually appealing, and functional digital experiences that positively impact people.

## Projects

### UX Researcher & Designer | Lost & Play: Mobile App

*Conceptual Project | Jun 2025 - Jul 2025*

- Conducted user interviews and surveys with diverse participants to uncover emotional connections between music and memories, synthesizing insights into user personas and journey maps.
- Designed and iterated interactive mid-fidelity prototypes in Figma, incorporating accessibility features and emotional design principles to create an intuitive, engaging user experience.
- Facilitated usability testing, gathering qualitative feedback that informed iterative improvements and prioritized features based on user needs.

### UX Researcher & Designer | Luna Studio: Web Design

*Conceptual Project | Jul 2025 - Present*

- Conducted user research and competitive analysis to identify pain points for small business owners seeking social media support, shaping the website's information architecture and user flows.
- Created wireframes and interactive prototypes in Figma emphasizing clear navigation, brand identity, and responsive design to enhance user engagement and accessibility.
- Iterated designs based on user feedback and usability testing, refining the interface to better meet user needs and business goals.

## Work Experience

### Student Experience Specialist

*Kwantlen Polytechnic University - Office of International Strategic Management*

*Jul 2022 - Apr 2023 & Feb 2024 - Present*

- Delivered trauma-informed, user-centered support across multiple channels by identifying student pain points and simplifying complex academic and immigration information to improve user comprehension.
- Managed and analyzed 19,000+ student interactions in internal systems, using data insights to inform process improvements and enhance service workflows.

### Faculty Program Assistant

*Kwantlen Polytechnic University - Faculty of Arts*

*May 2023 - Jan 2024*

- Coordinated and designed student-focused events that prioritized accessibility and engagement, improving student success and inclusivity.
- Streamlined faculty hiring and communication workflows by identifying friction points and implementing more efficient systems, enhancing cross-department collaboration.

**Portfolio:** [www.noorrdesign.com/](http://www.noorrdesign.com/)

[Linkedin](#)

Email: [itsnoorriaz@gmail.com](mailto:itsnoorriaz@gmail.com)

Cell: 604 961 2748

## Skills & Tools

### Design

UX/UI Design, Product Design, Wireframing, Low-Fidelity and High-Fidelity Mockups, Interactive Prototyping, Visual UI Design and Branding, Interaction Design, Information Architecture, Storyboarding, User Flows, Journey Mapping, Affinity Mapping, Design System, Visual Storytelling, Design Principles, User-Centered Thinking, Strategy, Iteration, Mobile-First and Responsive Interfaces, App and Web Design, Edge Cases, Accessible Design (WCAG), Game Design

### Research

UX Research and Analysis, Quantitative and Qualitative Research, Usability Testing, Interviews/Surveys, Competitive Analysis, Heuristic Evaluation, User Personas

### Tools

Figma, Figjam, Adobe XD, Photoshop, Illustrator, InDesign, Miro, Jira, Sketch, Webflow, Balsamiq, Sketch

## Education

### University of British Columbia

*Jun 2019*

B.A in Sociology & International Relations

### California Institute of Arts

*Jun 2025*

UI/UX Design Specialization Certificate

### Google

*Mar 2025*

Google UX Design Certificate