

NARMEEN DURRANI

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PROFESSIONAL SUMMARY

Experienced UX Researcher and Designer with a strong foundation in user-centered design. Skilled in mixed methods research and creating intuitive user experiences. Over 2 years of Agile experience, with a proven ability to translate data into actionable insights and design accessible products meeting WCAG guidelines.

EDUCATION

Brandeis University | Waltham, MA Completed Dec 2024
Master of Science, User-Centered Design | GPA: 3.9

University at Buffalo | Amherst, NY Completed May 2021
Bachelor of Arts, Psychology

SKILLS

Tools: Figma, Sketch, Miro, Framer, Adobe InDesign, Adobe Illustrator, Protopie, WAVE, Balsamiq, Microsoft Office
Design: Wireframing, Prototyping, Storyboarding, Personas, Journey Maps, Information Architecture
Research: Usability Testing, User Interviews, Surveys, Competitive Analysis, Heuristic Evaluation, Accessibility Testing, Affinity Mapping, Quantitative and Qualitative Research Methods, Qualitative Coding, A/B Testing

WORK EXPERIENCE

Apex Innovation Technologies | Buffalo, NY Mar 2023 – Sep 2023
UI/UX Designer

- Created wireframes, prototypes, and user flows in Figma to convey design concepts to stakeholders and developers.
- Collaborated with cross-functional teams using Agile to ensure design alignment with business requirements.
- Developed websites for Apex Innovation Technologies and The Network of Religious Communities.

Independent Health | Williamsville, NY Jun 2020 – Jun 2022
Enterprise Quality Assurance Analyst

- Used Siebel CRM, Healthenet, and HealthRules databases.
- Ran integration, regression, and user acceptance tests to ensure quality user experience.
- Tested web and mobile (Android/iOS) UI and documented defects in ALM.

PROJECTS

WheelMe | AI-powered wheelchair assistance app for airports Oct 2024 - Dec 2024

- Designed an app for automated airport wheelchair assistance, featuring real-time tracking, detour options, and easy-to-use interfaces for users with mobility impairments.
- Led comprehensive user research, including 3 user interviews, a survey, competitor analysis, and persona development, to identify key pain points and inform design decisions.
- Produced wireframes and high-fidelity prototypes, and conducted 2 rounds of usability tests.

EmpowHer | Personalized fitness app for women Apr 2024 - Jun 2024

- Designed a UX case study for a women's fitness app with menstrual cycle tracking and personalized workouts.
- Conducted user interviews, developed personas, storyboards, and scenario maps.
- Created paper prototypes, low- and high-fidelity prototypes, and facilitated 3 rounds of usability testing.

Garment Goodbyes | Clothing disposal research study Jan 2024 - Mar 2024

- Explored young adults' clothing disposal habits through a survey and 3 user interviews.
- Conducted qualitative research coding, categorizing user feedback from interviews into key themes for analysis.
- Developed personas, journey maps, and storyboards to illustrate user behaviors and pain points.

CERTIFICATION

Google UX Design Professional Certification Completed Jun 2023

- Completion of a comprehensive program comprising 7 courses has provided a strong foundation in practical skills such as user research, prototyping, usability testing, and more. These skills empower the creation of inclusive and accessible user-centered designs adhering to industry standards and best practices.