

Aimen Awan

UX/UI Designer

UX/UI Designer II ZoomInfo

August 2020 - Present | Waltham, MA

Responsibilities include leading design sprints, creating user flows, wireframes and interactive prototypes for Zoominfo's Recruiter Product.

Key accomplishments :

Led the UX design on 5 crucial features, conducted ideation sessions, user feedback workshops to validate design choices, and created prototypes.

Partnered with the Director of UX/UI Design to define the design process from the ideation phase to the implementation.

Defined the vision and strategy for ZoomInfo's new Recruiter Platform.

Collaborated with engineers and designers to build and launch the MVP with focus on feedback-driven rapid iteration while driving towards market launch.

UX/UI Design Intern FCB Health

June 2019 - August 2019 | New York City, NY

Conducted research, ran ideation sessions, identified key insights, and executed the ideas for prescription medicine in a team of eight interns. This work was ultimately presented to a client and C-suite executives.

Collaborated with Senior UX Architects on a client pitch presentation with detailed journey maps , and created use cases, sitemaps, and wireframes for a client. Also assisted with usability testing sessions and client meetings.

UX/UI Designer CloudPlex

November 2015 - August 2018 | Lahore, Pakistan

Led a three-person design team developing the CloudPlex enterprise solution. The team's responsibilities included understanding user needs and technical requirements, defining features, and creating interactive prototypes for usability testing.

Key accomplishments :

Successfully launched 15 new features for 2 different end-users and defined a design system to increase efficiency.

Collaborated closely with the CEO and CTO to define current business needs as well as the vision for the company's future.

UX/UI Designer Smart IS

August 2014 - September 2015 | Islamabad, Pakistan

Led the design and development of the company's official website. The new design increased user engagement by 37%.

Designed internal expense management and timesheet reporting tool.

aimenawan.com

aimenawan20@gmail.com

347.471.7218

EDUCATION

Pratt Institute

M.S. Information Experience Design

Sep 2018 - Jun 2020

NUST SEecs

B.S. Software Engineer

Sep 2010 - Jun 2014

SKILLS

Wireframing & Prototyping

User Research

UX Strategy

Info Architecture

User Interviews & Testing

Info Visualization

Data Analysis

A/B Testing

TOOLS

Wireframes & Prototypes

Figma | Sketch | Adobe XD | Invision

Visual Design

Photoshop | InDesign | Illustrator

Data Visualization & Analysis

Google Analytics | Amplitude | Tableau | Gephi | Carto

Development

HTML/CSS | Javascript | Python | C/C++, Java