

HAFSA RAZZAQ

Product Designer/UX Designer

New York, NY | [Portfolio](#) | [Email](#)

PROFESSIONAL EXPERIENCE

General Motors, Product Designer

10/2022- Present

- Lead designs for conceptual end-to-end visuals for improving support experiences across GMC, Buick, Cadillac, and Chevrolet websites and apps.
- Collaborated with multiple cross-functional teams proposing ideas to incorporate self-help within mobile apps, websites, and in-vehicle infotainment systems.
- Created multiple designs from mobile applications to websites while mastering UX storytelling to a variety of different stakeholders and audiences.
- Innovated self-help processes by designing a robust in-app Help Center to facilitate Cadillac, Chevrolet, Buick, and GMC customers.

Comcast, UX/UI Designer II

09/2021-10/2022

- Lead designer for Xfinity Mobile frontline products and features resulting in new retail and telesales agent experiences.
- Collaborated with a multi-disciplinary team of senior designers, engineers, product owners, data analysts, content writers, and legal attorneys to craft business objectives into cohesive and consistent user experiences across Xfinity Mobile's largest frontline tool.
- Designed end-to-end experiences using agile user-centered design principles to create solutions by advocating usability, incorporating constraints, user research, sketches, flows, wireframes, prototypes, and development.
- Measured and analyzed data-driven insights from Tier I Xfinity Mobile agents and incorporated feedback with design iterations to identify opportunities in continuously improving newly designed features.

OMU Digital, User Interface Designer

06/2021-07/2021

- Redesigned critical web pages with a creative direction toward visuals in order to intrigue new site users, for a B2C product.
- Created an end-to-end user flow for membership sign-ups with a freemium feature prioritizing balance of user and business goals.

Workforce360, User Interface Designer

02/2021-03/2021

- Established new visuals, components, patterns, and micro-interactions via a design system to enhance the international recruitment process. Translated design system to CSS3.
- Improved the recruitment process by analyzing market research and using visual design. Reduced over 20 screens in the initial complex user flow.

EDUCATION

UX/UI Design Certification

Springboard

- 9-month intensive course in UI & UX methods and technologies with mentor-led projects and real-life industry experience.

Bachelor of Arts

City University of New York, Brooklyn College

- *Graduated magna cum laude*