Sumaiya Asghar

(248) 550-5713 • sumaiya.ux@gmail.com • www.linkedin.com/in/sumaiyaasghar/ • https://sumaiyaasghar.com

EDUCATION

Michigan State University, East Lansing, MI   April 2024
College of Arts & Letters, Broad College of Business
Bachelor of Arts, User Experience Architecture & Supply Chain Management
Major GPA: 4.00/4.00; Cumulative GPA: 4.00/4.00

EXPERIENCE

The Home Depot, Remote   June 2024 – Present
User Experience Designer
- Leading the redesign of the company's single source of truth for fulfillment configuration, replacing a legacy tool with a new app that cuts process time by 50% and ensures accurate deliveries to keep end customers satisfied
- Collaborating with product managers and engineers daily to deliver solutions from concept to execution, balancing vision, craft, users and business impact
- Introducing new design patterns and flows to simplify complex inventory processes, improving usability for thousands of internal users
- Driving the end-to-end process for every design epic, from discovery research, interviews, and sketching workshops to mockups, prototypes, introducing new design patterns and flows that improve usability for thousands of internal users

User Experience Intern   May 2023 – August 2023
- Designed and developed real-time delivery tracker employing comprehensive approach that encompasses user research, storyboards, synthesis, wireframes, user-flow diagrams, low-fidelity and high-fidelity designs, iteration, and prototypes
- Led user research efforts conducting 50+ interviews, surveys, and usability tests to gather insights and ensure a user-centered design approach
- Improved product performance by integrating user feedback into final design to enhance usability and increase user satisfaction by 80%
- Utilized expertise in color theory, typography, imagery, and composition to craft elements that fostered a strong sense of connection between users and engaging experiences

Boosted Biz, Remote   September 2022 – May 2023
UI/UX Design Intern
- Revealed ability to communicate design from scratch through wireframes within a start-up organization
- Produced user flows, sketches, wireframes, and high-fidelity prototypes of homepage + design tool on Figma
- Collaborated with CEO to implement envision of product by designing 80+ desktop and mobile interfaces
- Worked proactively with SWE's during weekly meetings to communicate and understand design pain points and implement solutions

ACTIVITIES, EXTRA CURRICULARS, & SKILLS

Russell Palmer Career Management Center, *Peer Career Coach*   April 2023 – April 2024
Pakistani Student Association, *Vice President*   Jan 2022 – April 2024
VIM Magazine, *UX Team*   Sep 2020 – April 2024
HTML, CSS, JavaScript, Python, *Beginner*
Adobe Illustrator/Photoshop/Lightroom, Figma, *Skilled*
Urdu, Punjabi, English, *Fluent*