

# YASMIN HAQ

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## EDUCATION

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**The University of Texas at Austin**, Austin, TX

May 2024

*Bachelor of Science, Arts and Entertainment Technologies*

## PROFESSIONAL EXPERIENCE

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### Q2 SOFTWARE

*UX Designer | August, 2023 - Present*

- Built 10+ shared components in Figma for the Tecton design system, increasing efficiency and consistency among product designs
- Created, refined, and tested prototypes that consolidated existing features to improve discoverability
- Directed and planned workshops for a UX team of 25+ to ease transition from Sketch to Figma
- Researched, documented, and identified problems through stakeholder discussion and user interviews
- Cooperated with a product, dev and other designers to scope projects and maintain a feedback loop
- Designed high-fidelity mockups for a redesign project with detailed specs for seamless hand off to developers

*UX Intern | May, 2023 - August, 2023*

- Led a redesign project for the header section of a fintech platform, focusing on enhancing user engagement and improving navigation efficiency
- Collaborated with product owner to define project goals and ensure alignment with product roadmap
- Conducted usability testing to identify pain points and opportunities for improvement in the header redesign

### DOUBLE A LABS

*User Experience Intern | October, 2022 - January, 2023*

- Refined and modified pages or user flows by improving spacing, adding UX/UI elements, and giving feedback
- Organized reports in Figma allowing leadership to compare the status quo design to the desired digital product

## PROJECTS

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### ACH RULES REDESIGN

*UX Designer | February, 2024 - May 2024*

- Iterated on a new workflow addressing pain points discovered during internal and user interviews
- Oversaw and documented feedback from A/B usability testing comparing two new workflows
- Compromised with cross-functional teams by organizing a prioritization exercise and rescoping design

### GENERATION US

*UI Designer/ Visual Designer/Project Manager | January, 2023 - May 2023*

- Directed project planning and execution, including defining project scope, objectives, and deliverables, and establishing a realistic timeline and task allocation
- Oversaw a team of five individuals in the creation of a digital museum using Unreal Engine, ensuring timely completion and adherence to project requirements

### MyUT APP REDESIGN

*UI/UX Designer | January, 2023*

- Incorporated visual design elements, such as typography, color schemes, and iconography, to create a cohesive, appealing interface that aligns with corresponding brand identity
- Created wireframes and interactive prototypes using Figma while iterating on design solutions by implementing user feedback to ensure an intuitive user experience

## SKILLS

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**Software:** Adobe Creative Suite, Autodesk Maya, Microsoft Office, Figma, Blender, Unity, Unreal, GSuite, Sketch, Axure