

Fatima Rafiqui

Product Designer & UX Researcher

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Work Experience

1mg / Frontend Developer

OCTOBER 2018 - APRIL 2019

Worked closely with the design team to redesign responsive web pages and webviews for the pharmacy vertical and helped increase user conversion rates.

Developed an end-to-end sezer utility to bring down the google crawl errors for the 1mg platform by 96% for desktop and 78% for mobile.

ZNSoftech / Product Developer & Designer

SEPTEMBER 2017 - OCTOBER 2018

Designed and launched Crowdr, a ticketing solution for stadiums. Clients included Chester F.C., Salford City F.C. and Widnes Viking.

Worked on data visualization and integration for analyzing the sales metric for GrowthFactor CRM.

Google Summer of Code / Student Developer

MAY 2017 - AUGUST 2017

Designed and developed FirstAide, a web application to help Peace Corps Volunteers in case of sexual assault and harassment.

Oracle / Development Intern

JUNE 2016 - AUGUST 2016

Responsible for visualizing Oracle Virtual Machine data to analyse agent utilization and map their idle time and efficiency. The end product was a Grafana metric visualization dashboard.

Projects

Lucidchart Onboarding

UX research & design

Worked closely with Lucidchart's design team to improve the onboarding experience of the product to increase user conversion and retention.

CultureKit

UX research & design

Ideated and collaborated to build an onboarding culture toolkit to facilitate international students in getting accustomed to a new atmosphere.

Education

Master of Science

Human Computer Interaction & Design

AUGUST 2019 - MAY 2021

Indiana University, Bloomington

Bachelor of Technology

Computer Science & Engineering

AUGUST 2013 - JUNE 2017

Indira Gandhi Delhi Technical

University for Women, New Delhi

Awards & Recognition

The Linux Foundation Travel Grant

An all expenses paid trip to attend the FOSSASIA 2018 Conference.

Speaking - FOSSASIA 2018

Delivered a talk on 'The Beauty of Metric Visualization'

Skills

Design: Sketching, Prototyping, Personas, Usability Testing, Building MVPs, Wireframing, Storyboarding, Visual Design, Technical Writing

Research: Usability Testing, Contextual Inquiry, Design Workshops, Task Analysis, Card Sorting.

Tools: Adobe Creative Suite, Invision, Figma, HTML, CSS, Javascript, ReactJS

Web Presence

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