

Safa Viqar

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PROFESSIONAL SUMMARY

User Experience (UX) Designer & Researcher with extensive experience in developing and enhancing digital products. Adept at utilizing qualitative and quantitative research methods to drive user-centered design solutions. Proven track record of improving user engagement and satisfaction through high-fidelity prototyping, usability testing, and collaborative design efforts.

SKILLS

- User Research
- Usability Testing
- Prototyping (High-Fidelity, Medium-Fidelity)
- Information Architecture
- Interaction Design
- Accessibility Standards
- Heuristic Analysis
- User Interviews and Surveys
- UX Strategy
- Stakeholder Communication

PROFESSIONAL EXPERIENCE

Freelance UX Designer | *Project-Based Contract* | March 2025

- Partnered with stakeholders to define site architecture, optimize user flows, and establish core functionality, enhancing overall user experience.
- Developed mid-high fidelity wireframes to communicate key user interactions and layout strategies, supporting product and design goals.
- Created interactive prototypes to facilitate usability testing and gather feedback.
- Bridged user needs and business objectives to deliver a clean, intuitive user experience.
- Delivered comprehensive design documentation to support smooth handoff to development.

UX Designer & Researcher | *University of Michigan Mastery* | January 2022 - May 2022

- Collaborated with a cross-functional team to conceptualize and develop a mobile application that identifies recyclables, understands local regulations, and earns rewards through business collaborations, fostering collective efforts for sustainability.
- Conducted diary studies, surveys, and interviews with 50+ users to gather insights and guide product design, resulting in a prototype that integrates accessibility standards and enhances usability.
- Utilized high-fidelity prototyping and usability methods to identify design opportunities, leading to iterative refinements that improved user engagement.

UX Researcher | *University of Michigan + City of Ferndale* | September 2021 - December 2021

- Streamlined the city website's navigational system and reconstructed the information architecture to enhance the experience for 20,000 citizens, reducing customer service inquiries by 25%.
- Led user research through interviews and card sorts to uncover users' mental models and pain points, developing a medium-fidelity prototype that informed stakeholders and supported a successful city funding proposal.

UX Researcher | *University of Michigan + Pilot.ly* | January 2021 - April 2021

- Led user research via interviews and surveys with 100 participants to validate user behaviors and pain points for a video conferencing platform, enabling the client to prioritize key areas for improvement and increase user satisfaction by 20%.
- Discovered 80+ violations through heuristic analysis and usability testing, leading to targeted enhancements that improved the platform's usability by 35%.

EDUCATION

Masters of Science in Information
University of Michigan
August 2022

Bachelor of Science in Interior Design
Eastern Michigan University
May 2018