

Safa Viqar

UX Designer and Researcher

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SUMMARY

UX researcher with a Master's in Information from the University of Michigan and a background in Interior Design, bringing a unique perspective to human-centered design. Experienced in applying qualitative and mixed-methods research to uncover user needs and translate findings into actionable insights for cross-functional teams. Track record of driving design decisions that improved usability, accessibility, and user satisfaction. Curious, self-motivated, and quick to adopt new tools and workflows.

EXPERIENCE

UX Design & Research Consultant (Freelance) March 2025 – Present

Healthcare & Wellness Client

- Designed a DNC scrub dashboard for compliance teams, transforming complex call-list audit data into a clear visual hierarchy that streamlined review workflows.
- Designed and mapped a subscription sign-up flow from plan selection through payment confirmation, conducting usability testing to identify and resolve key friction points before launch.

UX Designer & Researcher January 2022 – May 2022

Sustainability Mobile Application

- Conducted mixed-methods research with 50+ participants using diary studies, surveys, and interviews to uncover behavioral patterns and motivations around sustainability practices.
- Collaborated with a cross-functional team to design a mobile application that identifies recyclables, surfaces local regulations, and rewards users through business partnerships, encouraging sustainable behavior.
- Implemented WCAG 2.1 accessibility standards across all design deliverables, ensuring usability for users with visual, motor, and cognitive disabilities.
- Built high-fidelity prototypes with gamification and reward systems to boost engagement, using usability testing to identify design opportunities and drive iterative improvement.

UX Researcher September 2021 – December 2021

Municipal Digital Services Redesign

- Redesigned the information architecture for a civic website serving 20,000 residents, reducing call center inquiries by 25%.
- Led user research through interviews and card sorting across diverse demographics, including elderly residents and non-native English speakers, to uncover users' mental models and pain points.
- Applied user-centered design principles to simplify complex information structures, creating intuitive pathways for users with varying levels of digital literacy.
- Developed a medium-fidelity prototype to communicate research insights to government stakeholders, directly contributing to approved city funding for implementation.

UX Researcher January 2021 – April 2021

Video Conferencing Platform Enhancement

- Conducted user research with 100+ participants using mixed methods, including interviews and surveys, to identify behavioral patterns and pain points.
- Performed a heuristic evaluation identifying 80+ usability violations, prioritizing fixes that increased platform usability by 35% and user satisfaction by 20%.
- Synthesized research findings into severity-rated usability evaluations, enabling data-driven prioritization of feature enhancements for the product team.
- Delivered remediation strategies for high-priority issues, translating research insights into actionable design recommendations.

EDUCATION

Master of Science in Information August 2022

University of Michigan — Focus: Human-Computer Interaction, User Experience Research & Design

Bachelor of Science in Interior Design May 2018

Eastern Michigan University — Foundation in Human-Centered Spatial Design, Universal/Accessible Design, Human Factors & Ergonomics

SKILLS

Research & Strategy: User Interviews, Survey Design, Diary Studies, Card Sorting, Personas, Heuristic Evaluations, Usability Testing, A/B Testing, Research Synthesis

Design Foundation: Interaction Design, Information Architecture, Wireframing, Prototyping, User Flows, Design Systems

Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), UserTesting, Miro, InVision

Frameworks: Design Thinking, Human-Centered Design, WCAG Accessibility Compliance, Stakeholder Collaboration