

MARIYAM ELSHRIEF

PRODUCT DESIGNER

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EXPERIENCE

Product Designer

Prudential Financial 08/2020 - Ongoing

Prudential Financial is a Fortune 500 company that provides life insurance and other types of financial products.

- Partner with product owners, engineers, and business analysts to build a new cloud-based service platform during an agile transformation
- Increased UX design maturity across the team through engaging them in hands-on UX design-thinking workshops and presentations.
- Decreasing average call handling time from ten minutes to six minutes for customer service professionals by removing points of friction exposed through user interviews and usability testing.

Founding Product Designer

Yello Mango 05/2020 - 09/2020

A B2C startup that supports small businesses and offers food delivery to working professionals at an affordable cost.

- Led product design through the product lifecycle from discovery research, synthesis, usability testing, and crafting and iterating on prototypes of varying levels of fidelity.
- Collaborated with engineers to deliver our first MVP, as a responsive and progressive web application.
- Created product design deliverables that were scalable post MVP launch, through user personas, user flows, interaction flows, and UI specification documentation.

User Experience Consultant

Equity Multiple 02/2020 - 03/2020

A FinTech that connects accredited individuals and entities with commercial real estate investment opportunities.

- Redesigned the resource's web page to increase the discoverability of investment educational materials by at least by 25%
- Evaluated the company's current website by conducting a heuristic evaluation, competitive layout analysis, and competitive feature analysis to evaluate the site's usability on how it met UX best practices
- Conducted primary user research to drive the design decisions and enhance the overall experience

CERTIFICATION

Enterprise Design Thinking - Team Essentials for AI

IBM

FIND ME ONLINE

Blog (Medium)

<https://mariyamelshrief.medium.com/>

LinkedIn

<linkedin.com/in/mariyam-elshrief/>

SKILLS

Industry Skills

- Product Design User Interface Design
- Design Thinking User Research
- User Testing Visual Design
- Interaction Design Design Systems
- Wireframing Rapid Prototyping
- Information Architecture B2C

Tools

- Adobe XD Figma InVision Sketch
- Zeplin HTML/CSS Google Analytics
- Adobe Creative Cloud

EDUCATION

User Experience Design Immersive Bootcamp

General Assembly

01/2020 - 04/2020

Bachelor Of Science in Computer Science & Business

St. John's University

08/2017 - 12/2019 New York