

RUMI JASSAR

UX/UI Product Designer

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Creative and detail-oriented UX/UI Designer with a strong background in graphic design and user experience design. I have a passion for crafting intuitive and engaging digital experiences that prioritise user needs. My expertise lies in translating complex concepts into user-friendly interfaces while maintaining a keen eye for aesthetics. I thrive in collaborative environments and am dedicated to delivering innovative design solutions that enhance user satisfaction and drive business success.

Education

MSc User Experience Design (Jan 2024 – Jan 2025)

Kingston University

- Gained in-depth knowledge of user-centered design principles and methodologies.
- Developed skills in conducting user research and usability testing to inform design decisions.

BA Graphic Design (Sep 2019 – Jun 2022)

University of the Arts London

- Learned how to effectively communicate ideas visually through various design mediums.
- Enhanced my ability to think critically about design aesthetics and functionality.

Experience

User Experience Designer, TruerU (Jan 2025 – Ongoing)

- Collaborated with cross-functional teams to create user-friendly interfaces that improved user engagement.
- Conducted user testing sessions to gather feedback and iterate on design solutions.

User Research Intern, Stealth Company (Sep 2024 - Nov 2024)

- Assisted in conducting user interviews and surveys to gather insights on user behaviour.
- Analysed research findings to help inform product design strategies.

Graphic Designer, Oak Logistics (Jun 2023 – Jan 2024)

- Created visually appealing marketing materials that effectively communicated brand messages.
- Developed a strong understanding of how design influences user perception.

Graphic Designer, Connect Haulage (Jun 2022 – Jun 2023)

- Worked on diverse design projects, enhancing my ability to adapt to different client needs.
- Improved my skills in time management and meeting tight deadlines.

Freelance Graphic Design (Jun 2020 – Sep 2021)

- Designed unique logos for various clients, refining my creative problem-solving skills.

Skills

- User Research
- UI and Visual Design
- Storyboarding
- Wireframing
- Prototyping
- Usability Testing
- Interaction Design
- Information Architecture
- Accessibility Design
- Design Systems
- Responsive Design
- Graphics

Tools

- Figma
- Adobe XD
- Adobe Creative Suite
- Procreate