

# RUMI JASSAR

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## UX/UI Product Designer

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

#### Packaging Technologist, Potter and Moore (July 2025 – Present)

- Developed packaging solutions for NPD projects, ensuring timely and high-quality delivery.
- Managed specifications, artwork, and testing, contributing to continuous improvement.

#### User Experience Designer (UX/UI), Trueru (Jan 2025 – June 2025)

- 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 (UX/UI), 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 2022 – Jan 2024)

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

#### 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
- Miro
- Canva
- Notion