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 – Jul 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

UX/UI Product Designer Lead, Nimbl (Sep 2025 - Present)

- Lead UX/UI design, creating user-centred interfaces.

- Drive design strategy, collaborating with product and engineering teams.

Packaging Technologist, Potter and Moore (July 2025 – Sep 2025)

- Developed packaging solutions for NPD projects, ensuring timely delivery.

- Managed specifications, artwork, and testing for continuous improvement.

UX/UI Product Designer, Trueru (Jan 2025 – June 2025)

- Collaborated to create user-friendly interfaces, improving engagement.

- Conducted user testing, iterating on design solutions based on feedback.

UX/UI Designer & Researcher, Stealth Company (Sep 2024 - Nov 2024)

- Assisted in user interviews and surveys to gather user behaviour insights.

- Analysed research findings to inform product design strategies.

Graphic Designer, Oak Logistics (Jun 2022 – Jan 2024)

- Created marketing materials that effectively communicated brand messages.

- Developed a strong understanding of design's influence on user perception.

Graphic Designer, Freelance (Jun 2020 – Sep 2021)

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

- Managed client relationships, aligning projects with client vision.

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