

Rhea Farooq

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SUMMARY

Accomplished UX Designer with over 8 years in the field, specializing in creating user-centric experiences for payment systems. Led initiatives to improve cross-border payment interactions, translating technical complexities into intuitive design. Demonstrated clear written and verbal communication skills while advocating for user needs. Crafted and maintained detailed UX guidelines utilized by partner institutions to ensure consistency. Leveraged proficiency in Figma for prototyping while coordinating with engineering teams. Passionate about fostering collaboration within design groups and mentoring colleagues to elevate team performance.

EXPERIENCE

Lead UX Designer

January 2023 - Present

Innovative Payment Solutions

Chicago, IL

In this role, led UX design efforts for processing cross-border payments. Established comprehensive strategies that enhance user satisfaction. Collaborated effectively with product and engineering teams to align on project goals. Pioneered UX guidelines widely adopted by partner organizations to maintain aesthetic and functional consistency.

- Spearheaded UX design direction for cross-border payment solutions, ensuring seamless user experiences.
- Conducted rigorous user research and synthesized findings, leading to improved design specifications.
- Developed UX guidelines consistently implemented across partner institutions enhancing partnership reliability.
- Proactively identified design risks, facilitating resolution through collaborative strategy sessions.
- Mentored junior designers, cultivating a creative environment promoting skill development.
- Collaborated closely with stakeholders to gather feedback, resulting in iterative design improvements.

Senior UX Designer

March 2019 - December 2022

Digital Finance Innovations

New York, NY

Directed UX design strategies for digital wallet applications with complex cross-border interaction features. Engaged deeply with compliance teams during projects to integrate KYC/AML regulations accordingly. Mentored young professionals and encouraged sharing insights across teams to enhance overall knowledge.

- Guided UX design projects focusing on user experiences in cross-border money transfers between countries.
- Conducted workshops, encouraging collaboration and delivering best practices to various departments.
- Created interactive prototypes showcasing design concepts, significantly improving stakeholder communication.
- Enhanced visual design skills utilizing industry-standard tools like Figma and Adobe XD.
- Wrote extensive UX guidelines contributing to visual cohesion across products.
- Championed usability testing sessions providing actionable feedback and operational efficiency.

UX Designer

June 2016 - February 2019

Cross-Border Payment Systems

San Francisco, CA

Emphasized user experience in international payment platforms. Simplified user interactions for sending money abroad. Contributed continuously to team initiatives aimed at resolving systemic user experience issues.

- Designed impactful user experiences for platforms aiding international money transactions.
- Partnered with engineers to streamline intricate payment flows, boosting engagement metrics.
- Engaged with users through testing sessions, iterating designs based on real-time feedback.
- Crafted visually compelling design standards adopted by multiple product teams.
- Addressed user experience challenges significantly bolstering trust in company services.
- Guided new hires in utilizing design tools and principles ensuring continuity in quality.

LEADERSHIP & AWARDS

- Dean's List, University of Illinois, 2013
- Best Design Project Award, National UX Design Competition, 2015

EDUCATION

Bachelor of Fine Arts in Graphic Design

2015

University of Illinois GPA: 3.85

Chicago, IL

Coursework: User Experience, Visual Design, Interactive Design, Design Principles

CERTIFICATIONS

- UX Design Professional Certificate 📅 2022
- Certified Usability Analyst (CUA) 📅 2021

TECHNICAL SKILLS

- **Prototyping Tools:** Figma, Adobe XD, Sketch
- **Testing Methodologies:** Usability Testing, A/B Testing, Heuristic Evaluation
- **Design Frameworks:** Atomic Design, Design Systems, Responsive Design
- **UX Standards Development:** Microsoft Accessibility Standards, WCAG Compliance, Brand Guidelines
- **Collaboration Software:** JIRA, Trello, Asana
- **Research Tools:** UserTesting, Hotjar, SurveyMonkey
- **Visual Design Software:** Adobe Illustrator, InVision, Canva
- **Coding Knowledge:** HTML, CSS, JavaScript
- **Project Management:** Scrum, Agile, Waterfall
- **Content Management Systems:** WordPress, Shopify, Wix

SKILLS

- UX Design
- User Research
- Prototyping
- Visual Design
- Payment Systems
- Compliance UX Patterns
- Team Leadership
- Figma
- Usability Testing
- Interaction Design
- Cross-Border Payments
- Creative Problem Solving
- Wireframing
- Design Strategy
- Mobile App Design
- Design Guidelines

PROFESSIONAL AFFILIATIONS

- Member of the American Institute of Graphics Arts (AIGA)
- Volunteer Mentor for local design boot camp programs.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST